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BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

October, 1918

NUMBER ONE

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By
BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.

Every **P**rinter

who appreciates exceptional service in
Monotype-Linotype composition and
makeup should send his "rush" copy to
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*A copy of our new specimen book of type faces mailed
on request : Handy pocket size for salesman : It will
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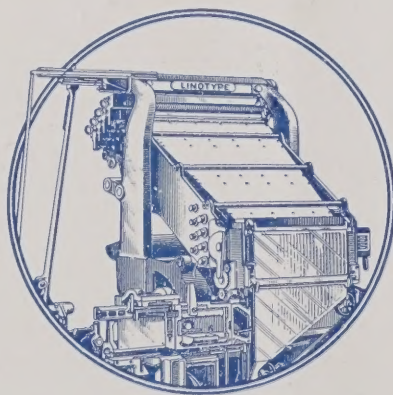
MARK

THE MACHINE THAT LASTS

Why You Should Own LINOTYPES

IN BUYING a composing machine the experience, the stability, and the resources which have accumulated for thirty successful years in building Mergenthaler Linotypes should mean a great deal to you. Simplicity of operation, versatility in production, speed, and life-long durability are qualities built into every Linotype. These advantages have earned for the Linotype its world-wide success. They insure complete satisfaction to every Linotype user.

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*Printing Quality has
Not Been Sacrificed—*

The question is sometimes asked "In your efforts to secure such exceptional strength have you sacrificed printing quality?"

The answer comes from hundreds of printers who are using Foldwell Coated Book and Coated Covers for the highest type of printing where strength or folding quality are not a factor.

*A National Advertiser
Wrote—*

"From my stand-point Foldwell is a superior sheet—it is tough and strong and its surface is ideal for both four color process and for halftone engravings—our catalogue is without a shadow of a doubt the best piece of fruit color work ever printed in this country."

*Let Us Demonstrate
These Facts True—*

Sign and mail the post card for your copy of a beautiful book "Putting the Sales Story Across." There are four color process illustrations, halftones and fine color plates and a story of printing quality which will prove an inspiration to you in the production of effective direct advertising.

CHICAGO PAPER COMPANY
MANUFACTURERS
CHICAGO, ILLINOIS



LIVE LEADS FROM DIRECT ADVERTISERS

Hundreds of users of Direct Advertising are making inquiry every month for samples of Foldwell Coated Book, Coated Cover and Coated Writing—scores are in the market right now for Broad-sides, Folders, Mailing Cards and other forms of Direct Advertising and they need you—the Printer.

If you will follow up these inquiries in your territory we will send them to you.

WOULD YOU
LIKE TO HAVE
THE Foldwell
INQUIRIES
FROM YOUR TERRITORY?

You can get back of Foldwell products—you can secure unusually fine results, therefore *you* are in a position to connect your plant up with our advertising and help us both make a profit.

What do you say? Let us advertise you—let us turn the prospects' eyes on your plant.

Write Today

FOR THIS PROFITABLE INFORMATION

It means more business for you

CHICAGO PAPER COMPANY - - - CHICAGO, ILLINOIS
809 SOUTH WELLS STREET

The "Victory" Top

The illustration on this page shows five separately built pieces of furniture which, when assembled as shown here, make what is known as the "Victory" arrangement of the Roberts System. The five pieces consist of two type case

cabinets, each holding 50 cases; two single-tier "Victory" storage cabinets, each holding 25 galleys; and the "Victory" Top. *The type case cabinets are so constructed that they will accommodate the cases that are still being used in the old case frames. This means a great saving in cost of equipment.*

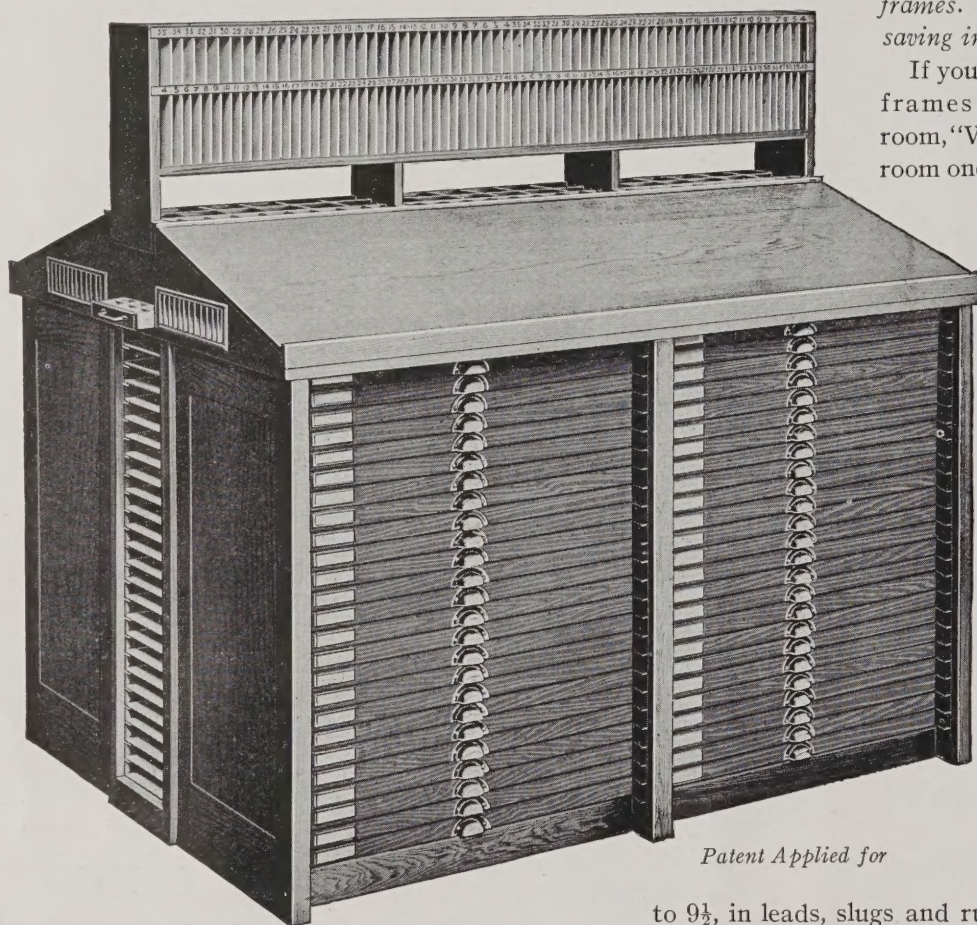
If you still have the old type frames in your composing room, "Victory" will make that room one-third its present size and add untold efficiency. You can put the "Victory" single-tier storage cabinets between any type case cabinets you may now be using and put a "Victory" working frame on top of those cabinets and make your composing room two-thirds its present size.

The "Victory" top or working frame holds both leads and slugs in sizes 4 to 40 picas; two kinds of rules in sizes 4 to 35 picas; half sizes, 4½

to 9½, in leads, slugs and rules; the 3-em, 4-em, 5-em, hair and copper spaces, and the n, m, and 3-em quads of the 6, 8, 10, 12, 14, 18, 24, 30 and 36-point sizes, and small rules and borders, ornaments, etc.

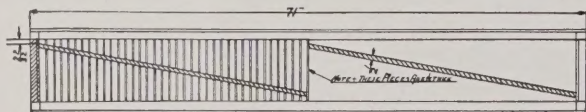
Before buying equipment of any kind for the composing room, send for our booklet "Victory," printed in three colors. It will show you and explain many points not mentioned in the limited space we have here.

With the Roberts System you can be your own efficiency expert. It is the System of Common Sense.



Patent Applied for

"Victory" holds over 1200 pounds of leads, slugs and rules. Both sides and both ends are identical to that shown in the illustration. The



line drawing shows how the leads, slugs and rules are placed in the top, making it possible for compositors on both sides of the frame to have identical material without interfering with each other.

ROBERTS FURNITURE COMPANY
 326 East Eighth Street
 Cincinnati, Ohio

Conservation of Paper

*By the Government
For the People*

¶ The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

¶ The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated Papers.

¶ This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

¶ The Seaman Paper Company, through its entire national organization, have carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

Seaman Paper Company

*Builders and Distributors of Paper
for Every Known Use*

Chicago: 208 S. La Salle St.

New York City: 200 Fifth Ave.

St. Louis

Milwaukee

Buffalo

Cincinnati

Minneapolis

St. Paul

Philadelphia



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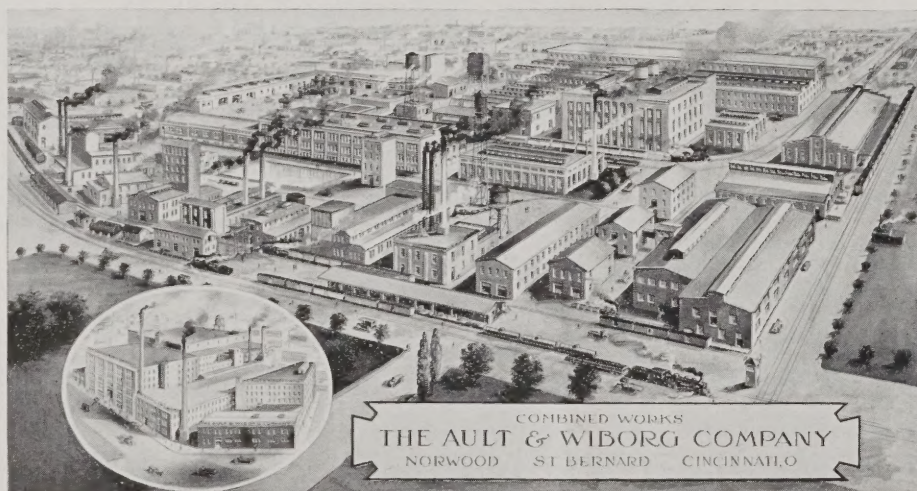
You can tell a real patriot by the way he works. Full time work by both employers and wage earners will win the war.

—U. S. Department of Labor

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that manufactures all the materials entering
into its Lithographic and Letterpress Inks is

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who in three distinct groups of factories, located
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and with their large staff of scientific experts are thus enabled to offer you

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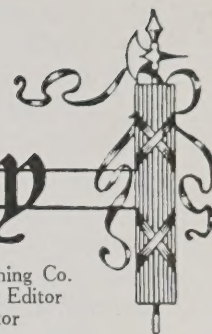
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Ben Franklin Monthly



A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

Published by Ben Franklin Publishing Co.
P. A. Howard, Pres. and Managing Editor
M. N. McCune, Associate Editor

123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

Vol. XVI

OCTOBER, 1918

No. 1

Thank you—and before we rush on about our work let us in turn extend hearty thanks to our advertisers who furnished such splendid copy. They helped materially in making the issue very attractive.

THE HUMAN SIDE TO PUBLISHING A TRADE PAPER

Each of us in his own circle is endeavoring to do his particular work in such a manner that when it is completed and the finished product goes to his customers we can feel justly satisfied that we deserve his commendation. This is true, regardless of the size of the work. Perhaps it is a neat little folder that the printer has completed for a customer, or it may be a carload run of a fine grade of bond paper that the paper mill has manufactured, or again it might be a very fine halftone plate by the engraver. It is this thought that is ever present with us—may we edit and develop this paper so that each one of our customers, represented by our subscribers (our “dollar-a-year men”), may feel that we are rendering him a service in each issue—that he is buying a product that is a direct aid to him in his business. Ben Franklin Monthly is published for you—take a personal interest in it.

ULTRAMARINE

The many printers who have suffered the loss of a set of copper plates through the use of ultramarine blue ink will appreciate that it is supposed to be well known that ultramarine blue, or any ink of which this color is a part, should never be used on a copper plate unless the plate has been nickel-faced.

There is no better way to keep your name before the printing and paper trades of the “Industrial West” than by advertising in Ben Franklin Monthly.

Get into action! If you want action for your advertising put it in Ben Franklin Monthly—its sector is in the heart of America—the Industrial West.”

“Give as They Fight,” and we answered by going over the top in the Fourth Liberty Loan. Not one of us doubted the final result, but six billion dollars is quite a lot of loose change.

OUR SECTOR

The “Industrial West” is our conception of the heart of the United States. Like the human organ, it is throbbing with energy and sending out to every portion of the country needed materials that make our country the greatest on the face of the globe.

The “Industrial West,” located as it is within easy reach of an abundance of raw materials of all kinds, with inland waterways offering, in addition to rail, unlimited facilities for transportation, is logically the section of our country that will develop industrial centers beyond even our dreams. New Orleans, to our south, with both rail and water connections to this section, is now straining every effort to secure a free port and thus open the way to expanding its shipping to South American and Panama ports.

Look ahead and begin to plan and build your business along lines that will fit it to expand as the “Industrial West” is sure to expand in the coming years. We have a home market right here offering unlimited possibilities.

WAR SUSPENSIONS

The official figures that have recently been made known with reference to the number of publications that have been suspended in the United States and Canada during the last year is food for thought. They exceed 1,200 and approximate 925 suspensions and 250 consolidations, each of which, of course, eliminated one publication. It is a consolation to the members of the printing trade to know, however, that new publications have been started to the number of 616, so the inroads into the volume of business is not so great as would appear at first glance.

The war has had a great deal to do with the suspension of some of the papers, but some have died

a natural death. It is a matter of grave consideration with some of the printers who handle publication work entirely as to how many of their clients will drop out during the coming year. Competition in all lines is keener and the printer would do well to watch the credits of those publishers who are inclined to be a little slow in their accounts.

It is satisfactory to note that the suspensions of publications are not confined to any particular center, but it seems that the falling off has been general throughout the country. The higher cost of paper has been a hard problem for publishers where contracts for stock have not been made ahead, and it has been difficult for many to overcome this handicap. Then again labor costs have increased in the printing business and in consequence the printer has had to get this from his customer if he has wanted to keep ahead of the game.

BEN FRANKLIN'S FORESIGHTEDNESS

Although the center of Ben Franklin's activities was at Philadelphia, he never lost his love for the city where he was born, and in his will he provided that \$5,000.00 should be put out at interest and allowed to accumulate. More than a century later a portion of the earnings of this \$5,000.00 was available for expenditure on public works; this portion amounted to \$400,000.00 in 1891. The institution known in Boston as the Franklin Union was established in 1908. A board of managers had been appointed by the Supreme Court to administer the terms of Ben Franklin's bequest and this board decided that an industrial school would be of most general utility to the citizens. The Franklin fund was therefore expended in the building and equipment of Franklin Union—these are valued at \$485,000.00.

The budget for each year's expenditures runs from \$25,000.00 to \$30,000.00, for which Andrew Carnegie has established a maintenance fund yielding an income of \$20,000.00 a year. The nominal tuition fees are \$6.00 a year and the courses are open to all men regularly employed by day. The only requirement is some knowledge of arithmetic, while the courses cover machine construction, industrial electricity, steam engines and boilers, structures, architectural working drawings, industrial chemistry, sheet metal drafting, mechanical drawing, estimating for architects and builders, heating and ventilating, gas and gasoline engines, etc. There are nearly a thousand students and the average age of the recipients of Ben Franklin's bounty is twenty-six years.

Don't Waste Paper

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

Due to the numerous cost contracts now in force with the United Typothetae of America for the installation of the Standard Cost Finding System in printing plants throughout the country, the accounting staff of the national organization has their hands full. Contracts covering fifteen cities for eighty-one weeks' work will be handled as promptly as possible. At present members of the field accounting staff are located at Toledo, Fort Wayne, Cincinnati, Trenton and Portland, Ore.

Fall classes are already being formed for the purpose of studying the courses in estimating and salesmanship, promoted through the committee on Education of the United Typothetae of America. These courses may also be taken by individuals through correspondence. For full particulars, address United Typothetae of America, 608 South Dearborn Street, Chicago, Ill.

For several weeks much interest has centered on a number of billboards throughout Chicago, bearing the inscription, "Phone Main 4102—Direct Advertising Plans Free." This interest has been emphasized, too, by blotters duplicating the billboards, and this week comes the solution.



Billboard advertising is not a new experience for The Hawtin Engraving Company. For years they have used this form of outdoor advertising, and The Hawtin Art Studios, which is really the service department of The Hawtin Engraving Company, will, undoubtedly, develop the same interest in their billboards.

As designed and painted, these billboards are unusually attractive, and the slogan, "Hawtin Ideas—The Pink Pills for Pale Sales" is very pat, it tells the whole story and it means a lot to advertisers, and the subsequent line, "Direct Advertising Plans—Free" adds even a bigger measure of interest.

The Hawtin Way evidently means advancement, as The Hawtin Engraving Company is constantly adding new departments and carrying them through to successful realization. The Hawtin Art Studios is their latest and will, undoubtedly, become their strongest department.

United Typothetae Holds Annual Convention

The Typothetae Goes on Record as Pledging Itself to the Conservation of Paper—To Standardize Forms, Weights and Sizes.—“Three-Year Plan” Officially Adopted.—

Arthur E. Southworth Elected President.

With the opening of its thirty-second annual meeting the United Typothetae of America started work of a more intensive organization to help win the war and to prepare the industry for the period of reconstruction after the war.

Conservation of paper stock through the adoption of standard forms, sizes and weights was pledged to be urged upon their patrons.

The Typothetae adopted officially the “three-year plan,” providing for a series of courses in estimating, salesmanship, accounting and business administration to aid the whole industry to put into practice standardized methods.

Cincinnati, renowned always for her hospitality, just simply went over the top and outdid her previous best efforts, for when the Thirty-second Annual Convention of the United Typothetae opened on September 23, it was under perfect weather conditions. One of those delightful fall days, the air just a bit cool but so clear and invigorating that each breath taken seemed to add a wonderful refreshment to your entire system.

Cincinnati,—truly she was rightly named, the Queen City.

Delegates from all parts of the country had been arriving since Saturday and so within a few minutes of the scheduled time of the opening session, Monday morning, in the Hotel Sinton, the assembled delegates rose to their feet and sang “My Country ‘Tis of Thee,” heartily and with earnestness.

The Rev. Frank H. Stevenson, Minister of Presbyterian Church of Covenant, following the singing with the invocation.

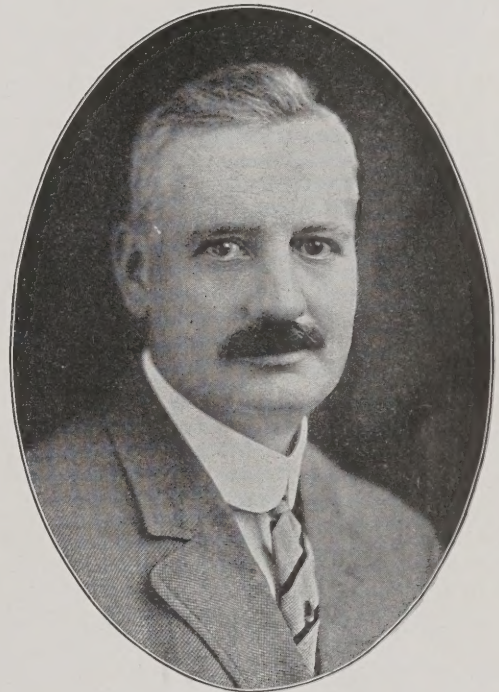
President Benjamin J. Moulton then introduced Hon. John Galvin, Mayor of Cincinnati, who gave a splendid patriotic address. He extended a most cordial welcome to those present and just simply told them Cincinnati was theirs. But he said if any foot should slip, he wanted them to remember that all they needed was to call up his office and he would get them out (when their time was up).

REPORT OF FIRST VICE-PRESIDENT AND CHAIRMAN OF THE EXECUTIVE COMMITTEE

Mr. President, Members and Guests:

The report of the President, to which you have just listened, brings to your attention the matters of greatest importance that have concerned your officers during the year, while the report of the Secretary, which will follow directly after the reading of this report, will give a review of the definite accomplishments of organization effort; therefore, the future of the Organization, in the form of recommendations and suggestions, will largely govern in this report from the standpoint of the Chairman of the Executive Committee.

Up to the present year the Organization has not been able to maintain a healthy growth, a condition which has been of gravest concern to your officers, because of the fact that while previous membership drives were rewarded with hundreds of new members, the lack of “tools” necessary for the maintenance of the interest of the membership as a whole caused a lapse of membership nearly, if not quite, equal to the number added during the year. The



ARTHUR E. SOUTHWORTH, PRESIDENT

membership was maintained only by the greatest effort.

The following comparative figures will prove interesting, in that they show exactly the progress of the Organization for a period of three years:

In 1916 the net loss in membership was 12%
In 1917 the net gain in membership was 2.5%
In 1918 the net gain in membership was 27.5%

Or perhaps a better comparison as to the stability of membership as the Organization grows would be to show the percentage of lapses for the same period:

In 1916 the percentage of lapses was 38%
In 1917 the percentage of lapses was 19%
In 1918 the percentage of lapses was 12.8%

To-day you will hear of the achievement that has

caused this remarkable improvement when you listen to the Chairman of the Educational Committee. This committee has placed the Organization in a position to offer definite constructive programs to local organizations, and educational helps to individual printers, that will not only make it possible to add at least 100 per cent to the membership within a year by incorporating a few necessary administrative helps, but will also weld the membership into a solid unit that is bound to become an increasing power as it grows in organization support.

It has taken years of untiring voluntary effort, a power of thought, and thousands of dollars to produce the "tools" with which to launch this constructive program. To the men who have made this possible is due a glowing tribute, beyond the power of the pen; and therefore insofar as we can, we should reward the efforts of

The Educational Committee

and especially its Chairman, Mr. Henry P. Porter, for all of these educational measures by a resolution of appreciation. Therefore the attention of the Resolutions Committee is called to a resolution adopted by the Executive Council at its session on April 13th, which reads as follows:

RESOLVED:

That it is the sense of the Executive Council in session assembled, after careful consideration of the Standard Accounting System for Printers, and the accompanying treatise as devised and presented by the Committee on Education, that we recognize this as being one of the most monumental achievements of this committee, and that we most heartily testify to our appreciation of the indefatigable efforts of the Committee on Education in thus perfecting and offering to the members of this Association something which for years we have striven for in vain. We deeply appreciate the enormous amount of labor involved and feel that the thanks of this Organization are especially due to the Chairman of this Committee, Mr. Henry P. Porter, and the Council heartily congratulates him on the successful completion of the work.

The Standard Cost-Finding System
The Standard Estimating Course
The Standard Salesmanship Course
The Standard Accounting System—

Each in itself a power for good in the printing industry—require that the Organization perfect its administrating forces and be prepared to properly provide the machinery necessary not only to place these educational helps in the hands of every member, but to provide the administration with every possible means necessary to make them the most effective.

The Standard Cost-Finding System

It is recommended to this convention that in order to secure authentic cost information it should go on record as endorsing the action of the Executive Council to the effect that every member who installs, or has installed, a Standard Cost-Finding System make a monthly report to the General Offices in accordance with the resolution adopted at the Council meeting of April 12th, which reads as follows:

RESOLVED:

That on all future contracts for Cost Installation work, the parties involved be required to agree to mail before the 25th of each month their form 9H to the United Typothetae of America headquarters, and that those who now operate the Standard Cost-Finding System be requested to comply with this rule.

If it is within the power of this convention to require compliance with this resolution it should insist that the membership observe this important rule. The information that would result from such a measure would prove of greatest value to all concerned, and more especially at the present hour when costs are fluctuating so materially. If the users of the Standard Cost-Finding System will give voluntarily or can be required to supply copies of their monthly Form 9H to the General Offices, there can then be compiled and published monthly an average-cost-of-production statement that will prove of great value to the industry.

The attention of the convention is also called to the fact that the Composite Statement for the year loses much of its value through the neglect of members in sending in their yearly reports promptly, and in order to rectify this condition the action of the Executive Council at its meeting on July 16th, should be reinforced by action similar to that of their resolution, which reads as follows:

RESOLVED:

That, whereas the value of the Composite Statement to our members is greatly increased by having it published early in the year;

Therefore, the Executive Council directs that reports be received at National Headquarters by the first of April in each year, in order to be included in the Composite Statement.

The Standard Accounting System

After years of preparation and study there will be presented at this meeting to-day the Standard Accounting System, which has finally emerged from the Educational Committee. This measure should also receive the attention and support of this convention in a recommendation that, as rapidly as possible, the membership install this Accounting System to secure the value of its interlocking features with the Standard Cost-Finding System, and call specific attention to the fact that it is of vast importance to the industry from the standpoint of standardization.

The Standard Estimating Course

This convention should go on record as supporting the Standard Estimating Course by adopting such action as is necessary to administer its functions as the Committee on Education may suggest, in the way of presentation, instruction, and, most important of all, proper and thorough examination of student papers.

The Standard Salesmanship Course

This convention should also go on record as favoring the maintenance of a new department of the Organization that will multiply the benefits of the Standard Salesmanship Course—a department to supply sound advertising ideas, in conformity with

and amplifying the recommendations of the existing Salesmanship Course. Such a department would afford the membership a confidential means of securing expert advertising information and guidance—information that is not now procurable in large printing centers except at considerable inconvenience and expense. This feature could, in a measure, be made self-sustaining, in that, while it would supply general information gratis, if specific ideas and assistance were required, a nominal charge could and should be made for the service.

In this connection the question arises, "What if two or more printers in one locality should require the same information on the same prospect?" The Standard Salesmanship Course teaches that the printer sell himself before selling a campaign, and if he does so there can be no competition. Failing to do so, the Organization would feel obliged to offer the same information to as many members as might require it, and signing up the customer would still remain a matter of individual salesmanship.

The administration of the Three-Year Plan comprehends the introduction of a direct-by-mail campaign, which it is not considered advisable to launch at this time, nor until such time as conditions become settled regarding the production of paper. But even if the conditions were now ripe for such a constructive feature, the Organization is at this moment wholly unprepared to start such a campaign, and should realize that to develop up to the point of presentation a thoroughly efficient, instructive, result-getting campaign, months of departmental preparation would be necessary.

Such a direct-by-mail service department would be of great value also in promoting membership in the United Typothetae of America. If the educational features were exploited to anywhere near their possibilities, there is not a doubt but that this Organization would grow with surprising rapidity and flourish. The great majority of unorganized employers in this industry do not even know of the existence of these wonderful Typothetae Educational Courses—and less than half of our present membership are studying them.

In recommending to this convention the immediate establishment of a direct-by-mail department in the General Offices it is essential that the Organization prepare itself without delay to offer constructive service primarily to the membership, but such a department could be of greatest service in advertising the Organization generally.

There is still another phase of advertising that should be promoted through this new department at as early a date as possible—a national campaign, to acquaint the buyers of advertising everywhere with the Organization and its aims, to the end that they will favor the Typothetae members in their vicinity with their business. Such a campaign as this could not fail to attract and win a great many printers to the Organization.

The Three-Year Plan

The administration of the Three-Year Plan, which is to be carried forward during the next three Typothetae years, involves a great deal of constructive effort, even with the necessary ammunition provided by our splendid educational features.

The past year has been one of important experimental development, in that the possibilities inherent in our plan for the future have been demon-

(Continued on page 11, column 2)

CONVENTION NOTES

Attendance reported over 500.

St. Louis is likely to be the convention city in 1919.

Miller Saw-Trimmer show drew the crowds.

Mr. Ching-Ling Bau, of the Commercial Press, Shanghai, China, was an interested visitor at the convention.

He is making a tour of the large cities in the United States getting first hand information regarding the printing industry.

Walter Perry, Chicago, sales manager of Crocker-McElwain Co.; Mr. Foley of Seaman Paper Co., and Fred Blunden of Blunden-Lyon Paper Co. were among those from Chicago and registered at the Sinton Hotel.

Secretary Woodfield of the Franklin Typothetae of Chicago arranged for a private car for the Windy City delegates and friends.

They went via the Big Four, leaving Sunday noon and arriving at 9:00 o'clock. It was ideal weather for traveling and a most enjoyable time was had by everyone. The following were among those in the car: H. M. Loth, Daniel Boyle, Geo. Leathers, Mr. and Mrs. W. F. Barnard, C. L. Woodfield, Toby Rubovits, Luther C. Rogers, W. R. Goodheart, E. F. Hamm, D. W. Mathews, Ben P. Branham, T. R. Becker, J. W. Hastie, C. F. Evans, W. E. Southworth, Walter C. Blelock, F. R. Atwood, M. E. Daniels, W. S. Butler, E. C. Latham, J. H. Jones, Harry Hillman of Inland Printer, R. A. Morgan, J. H. Walden, Mr. Estes, A. F. Lewis of the Printers' Blue Book, and P. A. Howard of Ben Franklin Monthly.

The convention hall contained specimens of work of the Carnegie Technical Institute, Pittsburgh, Pa.; Wentworth Technical School, Boston, Mass.; United Typothetae School of Printing, Indianapolis, Ind., and the Printing School of Harvard University, all of which operate under the supervision of the Educational Committee of the Typothetae, of which Henry P. Porter of Boston is chairman.

F. P. Rosback Co., Benton Harbor, Mich., had on exhibit and running, a Rosback round-hole rotary perforator.

The Roberts Furniture Co. exhibit of composing room furniture was presided over by Mr. Frank N. Roberts.

Ellis Latham, president of the Latham Machinery Co. of New York, renewed many old acquaintances at the convention.

A. F. Lewis of the Printers' Blue Book came down with the Chicago delegation. "Rest and change," he remarked the trip was for. Interviewed later, he said he got both.

J. Richard Kemp, sales manager, Miller Saw-Trimmer Co., presided over their exhibit on the convention hall floor.

PAPER, PRIORITY AND LABOR EXEMPTIONS

*As Stated at the Convention by T. E. Donnelley,
Chief of Pulp and Paper Section, War
Industries Board*

Mr. Donnelley: I only want to say one or two words about the situation in Washington, because I am afraid it has been quite misunderstood on account of our own fault, in that we have not been able to get detailed information out to the public at an earlier date. If I may take just a moment, Mr. Chairman, to explain exactly what the paper situation in Washington is it will probably get the picture before you a little more clearly than I could in any other way.

I want everybody to understand that the printing industry has not been declared an essential industry, but that paper making has. Paper making has been declared an essential industry, provided that every possible economy is exercised, and all wasteful practices are eliminated.

The Priority Board of the War Industries Board, that has the duty of settling what has priority when two or more agencies demand the same article, has decided that it will give the paper industry a certain amount of coal and a certain amount of transportation, because there are ways in which paper enters into our industrial life to maintain our morale. Among those first are the newspapers and the magazines.

It feels that we cannot maintain the morale of this country without disseminating throughout the country the information of conditions abroad and at home, through the newspapers and the magazines, and, therefore, it has rated newspapers and magazines as an essential industry, provided, however, that the newspapers and the magazines make very material cuts. The newspapers are cutting in their daily issues 15 per cent, in their Sunday issues 20 per cent, and the magazines are cutting by a peculiar scale anywhere from 15 to 30 per cent.

Now comes the question of job printing. The War Priorities Board realizes that job printing to a certain extent is necessary, and it has accordingly figured that the paper consumed in job printing should be reduced by at least 25 per cent. It is quite impossible to police every piece of printing which goes out from every printing office in this country. They are doing that in England. There a man cannot issue a four-page circular without getting a special permit from the government to print it.

We have not come to that condition in this country, and we hope we will not. So what we have got to do is to put the question of policing the

consumption of paper in job printing up to the printers in the United States—and that is your obligation. You are the representatives of the War Industries Board before the consumers of paper, to see that paper is not wasted and is used as economically as possible.

To accomplish these results, after conference with your War Committee, we have limited the weights of paper so that these heavy papers for elegant effect have been discontinued. I would like to say that during the war, wide margins, blank pages and heavy paper have got to be tabooed, and you printers are the people who have got to effect it.

The paper situation all goes back to the question of coal, transportation and labor. Now, coal is short. We are going to be shorter of coal in most parts of this country this winter than we were last. Transportation is short, and will be shorter during the winter.

I don't have to say anything about labor to printers. All of us are suffering from its shortage. Now, every pound of paper that you use means anywhere from one to five pounds of coal and means anywhere from four to ten pounds of transportation; so by every pound of paper you save you are conserving coal and transportation that much.

The mills of this country are only allowed coal and transportation on condition they will give a pledge that everybody they sell paper to will give them a pledge that they will obey the rules and regulations of the Pulp and Paper Section of the War Industries Board. The buyers of paper must again extract a pledge from the person he sells that paper to, and generally that is a printer.

We want every printer in this country, when a customer comes to him about an advertising campaign, about printing a catalogue, or any other piece of printing, to advise with that customer how he can get the message which is going to be printed to the public with the least number of pounds of paper.

The printer is not required to get a pledge from his customer; the pledges are supposed to stop when the printer gives his pledge to the paper men or the mill that he will use his greatest efforts to economize.

This present situation will stand simply on the fact whether the printers of this country are patriots enough to make good that they will fulfill their pledge to us that their customers economize in the use of paper.

Now, just a few things which we will probably send to you later.

We want everybody to use 16-pound folio instead of 20 and 24-pound paper for correspondence. We don't want anybody to use bond paper for circulars. We don't want anybody to use a four-page circular when he only prints on the first page of it. We don't want anybody to use great wide margins when the message can be put on paper with small ones.

In other words, every printer in this country must realize that he is the agent of the government to save at least 25 per cent of the paper which the customer would ordinarily use. If you do that, you are going to have enough paper to do all the printing that is required. If you don't do that, why, the paper will have to be further cut and the printing industry will suffer materially.

I would like to say one thing more—about the question of labor and priorities. I see this little circular here says that printing and the allied trades are essential. The War Industries Board has settled no such thing. It settles with each individual printing concern whether or not it is essential.

If you are printing exclusively newspapers and periodicals you are automatically put on the essential list and get priority No. 4 for coal. If you are printing anything else except periodicals and newspapers and you want to get on the priority list you must send for a priority application blank to the Priority Board of the War Industries Board at Washington, and if you have 75 per cent of your production made up of newspapers, periodicals, food containers, printing for railroads or telephone companies, or for other direct, essential needs of the government or the war, you will be placed on the priority list; if you haven't you will not be placed on the priority list.

The priority list will be used as a guide to give you priority for transportation, but it does not give you priority for labor. If you are on the priority list it is of some advantage to you before the various local exemption boards, but because the War Trade Board says that you are 75 per cent essential does not mean that your men are exempt from the draft.

It does mean, however, if you have certain men who are "key" men—men without whom you cannot operate your business—and your business has been rated essential, you may get for them deferred classification, although you cannot get them exempted entirely.

To exemplify with paper mills: The paper mills are now applying for deferment of classification for machine tenders, as they say that these men cannot be replaced and if they are lost the whole mill shuts down. But they are not asking for entire exemption. I want to get it out of everybody's mind that because you have been classified as essential, for that reason you can get your men exempted.

The Cincinnati Convention

(Continued from page 9)

strated beyond question. Considering the existing conditions, it has been a wonderfully successful year, because it has revealed an earnest desire for affiliation with the work and aims of the United Typothetae of America in every section of the country. Therefore, we must fulfill the offices by complying with these requests as rapidly as possible.

Personally, the Chairman of your Executive Committee is not in harmony with the sentiment that the United Typothetae of America should not extend organization effort at this time, or at any time, regardless of what conditions are or may be. Never in the history of this Organization have the demands for assistance been so great, and there are more and more insistent inquiries from day to day, owing to the many problems confronting printers which present conditions bring about in various ways.

We are entering upon a reconstructive period of industry generally, which must not only be met but anticipated by constructive measures, constructive ideas and constructive action.

The United Typothetae of America is recognized as a leader among organizations in its activities. It cannot afford to confine its efforts to its present membership. Its influence must be exercised wherever possible, to the end that the power for good that comprises its constructive program may become available to those who have been instrumental in its preparation, rather than only to future generations of the printing industry.

While it is not the intention to employ a large field force at once, or to endeavor in any way to cover the country now in an effort to organize thoroughly, the United Typothetae of America should be in a position to render assistance in such localities as are ready and requesting assistance. An interesting feature of the work which has become noticeable during the past year is that when a city in one locality becomes organized it almost immediately brings requests from adjoining cities for help in the same direction.

This is the hour of constructive measures, and the convention should concur in the plan to advance the affairs of organization wherever possible, with prudence and caution.

Labor

At the first meeting of the Executive Committee of the present year, held immediately after the convention in Chicago, the Board of Governors of the Open-Shop Division requested the privilege of ad-

Paper has been declared an essential product,
but only on condition that we do not waste it.
Save paper of all grades and so help win the war.

THIS SPACE DONATED BY MENDELSON BROS. PAPER STOCK CO.

mitting to that Division members who were not affiliated with the National body, a desire that your Committee could not grant, as it was in direct violation of the Constitution and By-Laws. About 95 per cent of the members resigned as members of the Division and formed the Employing Printers of America, to accomplish what they considered their best interests in labor matters. As the result of that action only from five to seven members can be traced who ceased to support the National movement.

Therefore it was considered necessary that the membership be classified as to their labor affiliations, so that the Labor Bureau would be in a better position to serve all of the interests.

After a thorough canvass, reports were received from 1,843 members, 284 not reporting, and it was found that 822 offices employed union labor in the number of 27,217 employees; that the non-union members represented 433 offices employing 9,253 employees, and the open shops represented 589 offices employing 24,528, of which employees 9,602 were union and 14,926 non-union; or, in percentages, that 60 per cent of the employees of the membership are union men and 40 per cent non-union.

In order to secure this labor census each member of the Executive Committee sent a request to the membership in his territory asking for the data on a card provided for that purpose. The results from this letter not proving effective, the Executive Committeemen sent out a second request. Upon receiving these reports, it was found necessary to send three special mailings from the National headquarters to those members who had failed to respond to previous requests before it became possible to make even the above partial record.

In addition to this effort, the local secretaries were urged to make strenuous efforts to secure this necessary information.

Naturally these five mailings involved considerable expense, as well as much personal effort, on the part of the Executive Committeemen, the officers and the executive force.

This calls to the attention of the convention the imperative need that the entire membership awaken from its indifference in responding to requests for information of vast importance to the industry. Only by prompt individual response to such requests can it be possible for the National Organization to conduct its affairs economically, serve the entire membership and convey to each individual member knowledge which is of direct and vital concern to his business.

Owing to the great scarcity of labor and the fact that undoubtedly this condition will not improve for the duration of the war, at least, it is recommended that this convention go on record as favoring, wherever possible, the interchange of help between employers, to the end that the services of as many as possible of our employees can be retained within the industry, instead of drifting to other fields of employment when a non-productive period necessitates a temporary reduction in the number of employees. If employers in different localities will co-operate in this matter, as well as in educating labor, in all departments as far as possible, it will undoubtedly lessen the great difficulty of securing experienced labor in times of need.

The attention of the Convention is called most particularly to the deplorable condition in various

printing centers caused by the unfair methods that have been practiced by some employers in hiring skilled labor away from one another. There should exist—among members of this Organization, at least—a binding pledge to absolutely refuse to employ labor of any nature, without first becoming satisfied that such action is not depriving another member of a valued employee.

Committee and Membership

While prevailing conditions have made the personal burden of each of us a great deal heavier than in normal times, and while such conditions tend to make authentic information more difficult to obtain and to compile—thus in a measure handicapping our Committees, there is also greater need for definite information.

The attention of this convention is again called to the fact that local associations in different sections of the country have considered it necessary to elaborate upon our Standard Price List for the purpose of its providing a definite service for them. An effort should be made by the Price List Committee to eliminate the necessity of substitutions for or additions to this most valuable list, in order to preserve its status as an authority in the line of price books, as well as to make it the most complete reference book published on the subject.

During the year several matters of importance have been brought to the attention of the National Organization, but only after having been rather thoroughly discussed and acted upon locally, thereby delaying executive action by not advising promptly. In this connection attention is directed to the fact that a number of times the Secretary has been called upon for information where it was necessary first to secure the co-operation of the membership in gathering certain data, and the results have consequently not been satisfactory, or if satisfactory the needed help was so delayed that the merits of the object for which the information was required had to be passed upon before complete information was forthcoming. While we are all unavoidably handicapped to a certain extent, it is of vital importance to the industry that these requests for data be complied with promptly, if authentic information is to be accessible to that portion of the membership in need of it. If anything can be done by this convention that will emphasize the needs of organization in this regard such action should by all means be taken.

If we are to accomplish the greatest good for the greatest number, we must needs develop a stronger spirit of co-operation between the member and his local, and between the local and the National—a co-operation that at all times recognizes the indispensability of the one to the other; such a co-operation, for example, as has been apparent between the executive officers and the executive force of this Organization at all times during the past year. It has been truly a satisfaction to serve you in the performance of the duties connected with the position with which you have honored me. I have endeavored to fulfill those duties to the best interest of the United Typothetae of America.

All of which is respectfully submitted.

ARTHUR E. SOUTHWORTH,

Chairman Executive Committee,

H. H. LATHAM'S CALL CAME SUDDENLY

Right at the height of his patriotic activities and probably due to physical weakness developed in his untiring efforts to suitably arrange for and greet war leaders and heroes, President Latham of the Latham Machinery Company was suddenly stricken down by Spanish influenza and in a few hours had passed from earth's struggles. Becoming ill at 3:00 a. m., October 9th, he died the same day at 6:25 p. m. Only the day before he had taken his part with the reception committee in welcoming the noted Italian warriors.



HARRY H. LATHAM

Harry H. Latham was born September 19, 1859, at Sandwich, Ill. Educated at Northwestern University, he took up the profession of civil engineer and sought his field in the undeveloped west—Utah, Montana and Wyoming—connecting with mining, assaying and railroad building. He had a share in the construction of the Union Pacific, the first railroad to reach the Pacific coast. Knowing at first hand the difficulty of bringing success to mining and oil properties, he was always cautious about investments in them, however promising they seemed, though realizing their need for the welfare of the country. He spent several vacations renewing his youth in Wyoming, where he was interested with others in some property that may later prove of considerable value.

In 1884 he returned to Chicago and became interested in the manufacture of machinery, specializing in labor-saving devices for bookbinding and printing. Incorporating the Latham Machinery Company in 1894, he has served as president ever

since. Appreciating the value of a trade-mark, he chose the Monitor for his designation of the line of machinery and this has become well known to the printing trade all over the world. He took special pride in having his machines thoroughly reliable and in keeping up the good reputation of the company.

Having enjoyed athletic sport in the west, upon coming back he naturally joined the Chicago Athletic Association. His energy told here and from 1909 to 1912 he was chairman of the athletic committee. During this period the association was highly successful in competitive sports, while maintaining its honorable record, full credit being given to Mr. Latham for the great showing. Last year he was president of the body and held it up to its high standard, his retirement being made the occasion for an unusual testimonial of the regard of the members.

Mr. Latham was one of the first to express his appreciation of the worth of President Wilson, and upon acceptance of the presidency of the Iroquois Club a few months ago, after inaugurating a speedy campaign for increased membership in which he personally added many names, he followed it up by pushing the organization more and more to the front in support of the policies of the national administration.

Not long ago friends suggested he should stand as a candidate for mayor of Chicago. Had he been nominated, his many friends might have triumphantly carried him into office. His unquestioned patriotism, sterling honesty and sincerity of purpose would then have opened a political future limited only by the length of his life. But the call came to leave earth's school and enter the higher grades where the caprice of politics cannot hinder the advancement of men of high character.

He held membership in the Mystic, Athletic, South Shore Country and Edgewater golf clubs, and was a thirty-second degree Mason. Funeral services were conducted at Rosehill chapel, October 11th, by Apollo Commandery, Knights Templar. The honorary pallbearers included many prominent in national, state and city affairs.

Mrs. H. H. Latham, two sons, Harry O. and Paul H., and an adopted daughter and other relatives survive.

For several years Harry O. and Paul H. were associated with their father in business, traveling among the trade or attending to office affairs. Lately the elder son has been in New York, while the younger remained in Chicago, taking full management whenever his father was absent. He will continue to run the business and keep up its high standard. The company at present is working partly on government contracts.

The DIEM & WING PAPER COMPANY

We Offer—

Superiority-Service-Satisfaction
in

Bond Papers

Warren's Popular Book Papers

Envelopes and Gummed Paper

Bristols and Cardboard

Box Board

Tube Rope and Twine

Sulphite and Craft Wrapping Paper

Flour Sacks and Bags

Bread Wrappers

Wax Paper and Specialties

*Tell Us Your Wants. We Will Be Glad to Send Free
Samples and Price List.*

The
Diem & Wing Paper Company

Gilbert Avenue Viaduct

Cincinnati



DIRECT-MAIL ADVERTISING ASSOCIATION'S CONVENTION

In an interview with Homer J. Buckley of Buckley, Dement & Co., chairman of the convention committee, he said: "Despite the fact that it came right in the middle of a big Liberty Loan drive and that there was an epidemic to contend with, and the fact of the war with its many ramifications making a continuous call on so many of the men and women engaged in the profession of advertising, the Direct-Mail Advertising Convention was, I believe, a big success.

"I want to thank all those chairmen and members of the committees, through the columns of Ben Franklin Monthly, who, together with the various officers of the association, did so much in aiding me in the work of preparing and handling the program. To Mr. Rasely, who had charge of the Better Business Letters Conference; to Mr. Ramsey, under whose jurisdiction the House Organ sessions fell, and to Mr. Fay, in charge of and toastmaster at the banquet, my special thanks are due.

"There were splendid speeches, equaled only in importance and in far-reaching results by the discussions which followed. (One of the outstanding features of this convention was the fact that all speeches were extemporaneous.)

Perhaps the most important thing of all was the work of the resolution committee."

(Our correspondent learned that the "bomb" which Mr. Fay threw into the midst of the meeting, in the shape of extreme resolutions, was pre-arranged between Mr. Buckley and Mr. Fay, in order that the attending members, under the stress of great emotions, and on the spur of the moment, would give their real and unvarnished opinions, thereby giving to the final resolutions, to be submitted later, the "punch" which they needed. This worked out beyond their most sanguine hopes, and the full copy of the resolutions appearing in this issue speaks for itself.) Mr. Buckley said further: "The very life-blood of direct-mail advertising is dependent upon the decisions arrived at by the War Industries Board, and we feel that the recommendations passed by the recent convention have shown in a certain way our desire to prove our loyalty in co-operating with the board. At the same time we have endeavored to leave great latitude to the individual, this being, of course, the policy which should actuate all democratic movements."

There was absolutely no display or extravagance connected with this convention, which cost less than any previous one. The only entertainment being the final dinner Friday night, which was in charge of the Advertising League of Kalama-zoo, and was certainly a credit to that organization.

Apropos of their city the predominating feature of the decorations was celery, which was shipped to Chicago for the occasion in four autotruck loads. This was arranged down the center of the

tables, forming a long miniature trench filled with soldiers, guns, etc. One found himself looking "over the top" at his neighbor.

One of the principal speakers of the evening was E. St. Elmo Lewis who gave, as he always does, a most brilliant speech. He was introduced by Robt C. Fay, who is pastmaster in the art of saying just the right thing at the right time.

Two hundred and seventy-five attended this dinner Friday night, and the total attendance at the convention numbered about 500.

RESOLUTION AND RECOMMENDATIONS TO WAR INDUSTRIES BOARD UNANIMOUSLY ACCEPTED BY DIRECT-MAIL ADVERTISING ASSOCIATION AND HOUSE ORGAN EDITORS, IN CONVENTION ASSEMBLED, CHICAGO, OCTOBER 11, 1918

Paper and Pulp Division, War Industries Board, Washington, D. C.

Gentlemen: The National Direct-Mail Advertising Association in session at Chicago have received the communication from the Paper Economy Division, signed Dr. E. O. Merchant, referring to the possible curtailment of direct advertising and have given the subject most careful consideration and offer the following recommendation pertaining to restrictions on the use of paper in the production of direct advertising:

The producers and users of direct-mail advertising in the country wish above every other consideration to co-operate with you in the conservation of paper in the production of direct advertising and therefore feel that definite instructions along stabilized lines would be of great value so that printers and advertisers may continue to plan and execute campaigns of direct advertising which will conserve paper without detracting from the effectiveness of the campaign and without there being the danger of any firm through lack of understanding loyalty or having an unfair advantage over the other.

To this end may it please the War Industries Board to enact a ruling which will embody the following points modified or supplemented as may seem best to your several members, but without interfering with the idea of being definite and understandable:

We have based these recommendations upon a saving which we pledge ourselves to make of 25 per cent in the total tonnage of paper used in the production of direct advertising based upon the total tonnage used during the twelve months preceding the enactment of this ruling.

It is our suggestion that the ruling embody the following ten points:

First: Restricting printing runs to actual requirements.

Second: Discouraging hoarding of paper.

Third: Reducing all advertising sizes to the minimum size practical for the purpose intended.

Fourth: Whenever possible combining a number of pieces in one, thereby reducing the number of mailings in a campaign.

Fifth: Change sizes if necessary to cut without waste.

Sixth: Use lighter weight whenever practical.

Seventh: Elimination of waste through revision of mailing lists.

Eighth: So plan our direct-mail advertising folders that they will be self-contained, thereby saving use of envelopes.

Ninth: Where envelopes are necessary to effect a saving by using lighter weights and smaller sizes.

Tenth: By recommending self covers for catalogues, booklets and house organs.

We recommend for your consideration that this ruling shall take effect immediately upon publication by the War Industries Board, but should not affect any work now in hand authorized in writing.

We further recommend that on every order given for printing there shall appear either in printing, rubber stamp or by typewriter the following notice:

"I (or we) do affirm that the above order is in accordance with the order of the War Industries Board of _____ date as it affects the saving of paper."

Referring to that portion of the communication touching upon the value of direct-mail advertising, the records of economy and absolute necessity of direct-mail advertising demonstrate beyond the question of a doubt that this constructive and result-getting force is a vital factor in maintaining established business lines and is essential in the replacement of man-power.

While the time limit of the convention makes it impossible to make detailed reply in this communication, we assure you that a complete brief will be submitted either by personal representation or mail on your request.

It is not the spirit of these recommendations to criticize what has been done but to supplement pledges that are now being made with definite information which will stabilize the entire printing industry and advertising profession and to give each firm and individual a definite working basis, and to this end we pledge our most hearty co-operation.

Very truly yours,

HOMER J. BUCKLEY, Chairman Convention Committee.

Paper When You Want It

There's a Reason

- ¶ Visitors to the Cincinnati Convention of the United Typothetae who visited our big warehouses obtained a first-hand impression of the stocks of paper which we place back of our salesmen, for the benefit of our printer customer.
- ¶ It is the jobber's business to Get the Paper when and how he can, and keep it in his warehouse in order to have it when his customers want it.
- ¶ That is what we do; and that is why Service means something more than an overworked word with us. It means Paper When You Want It.
- ¶ Big warehouse stocks in a dozen cities at your service, ready to deliver at your order any desired quantity of our well-known brands and others which have been distributed by the Chatfield & Woods organization for years; the following and many more—

Hercules Ledger

Victor Bond

Merchants' Bond

Turkey Linen

Everything in paper that the printer needs—C. & W. service with it.

THE CHATFIELD & WOODS CO.

CINCINNATI AND PITTSBURG

Branch Offices:

Indianapolis

Louisville

Nashville

Detroit

Toledo

Dayton

Columbus

LARGE GROWTH OF NEW YORK ASSOCIATION

The Association of Employing Printers of New York, at its annual meeting, elected Frederic C. Stevens president, to succeed G. F. Kalkoff. The retiring president's report showed that the membership of the association has grown from 329 in 1917, to 427 in 1918, including, at the present time, 232 printer members, forty-four machine composition houses, twenty-five electrotypers, forty-six master bookbinders, twenty-seven circular letter printers and fifty-three supply houses.

The open shop section, which held its meeting the same day, re-elected its officers. Chairman George J. Hurst, in his address, expressed the opinion that the present shortage in labor in the printing trade would become a famine before the war ended. He said provision was being made to teach the printing trade to crippled soldiers. There are seventy-two members in the open shop section.

INDIVIDUALISM v. ORGANIZATION

Going it alone is a very poor policy for any printer to adopt, yet there are still thousands who should be actively engaged in co-operative effort to improve conditions, standing aloof and failing to reap the advantage of organization benefits. They are their own worst enemies. They are short-sighted in their decision not to mingle with their fellows. The great fundamental which is governing us today is co-operation. Individualism is a thing of the past. The need of fellowship is being recognized every day more and more, especially in this world-wide struggle in the cause of democracy. Almost between the setting of two suns we have jumped in national matters from individualism to co-operation. On the battle front it is being proved day by day that to get the proper efficiency all must co-operate. What is essential for a nation's welfare must be good for other lines of endeavor.

The late Elbert Hubbard was right when he said: "Co-operation is heaven, lack of it is hell." United in strength and purpose, much good can be accomplished, actual benefit to a trade which is seeking to improve conditions. Individualism is something which is undesirable and should be discouraged to every extent possible. In the printing craft there are so many advantages to be gained by

mutuality and the interchange of ideas and experiences.

Such being the case, it is surprising that in some cities there is a lack of co-operation. The fact remains, however, that some printers will not rub shoulders with their fellows and co-operate. They are egotistical enough to think that the other fellow needs organization serum and not themselves. In such cases it is not hard to find that the shoe is on the other foot and that the printer in question is in as bad a need of a helping hand as the other fellow, if not worse. It is unktion to the souls of some printers to think they are superior to and above association with their brethren, but when it comes down to bed rock there is absolutely no ground for any smug satisfaction on their part. They should as a duty take an interest in everything which has for its object the bettering of conditions in the business they have their money invested in, and it should be a matter of pride for them to do their share in helping to standardize the craft and place it on a higher plane.



"OVER THE SIDES" TO GO "OVER THE TOP"

The accompanying cut shows the auto of The Faithorn Co., 500 Sherman St., as seen by thousands on the streets of Chicago. It is a clever bit of advertising and undoubtedly will stimulate their business.

The average printer is never able to realize fully that silence is golden until after his face is swelled out of shape.

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

Form 40½x46 picas.
14 36-pt. cols.

128 Pieces of Spacing Material

were used to fill the 14 36-pt. columns of this small job—256 pieces handled in getting it back in the case.

28 36-pt. pieces from a STEVENSON FURNITURE MOLD would have set the job in one-fourth the time.

It takes less time by far to "cut to fit the hole" than it does to "piece to make the measure." *It is the time it takes to do things that counts.*

By simply changing a slide in the quad block the STEVENSON FURNITURE MOLD casts metal base .759 in. high, 18-, 24-, 36-pt. widths, 30-pica lengths. Works with regular "hooks" of any make.

"Cut to fit the hole" makes it the fastest furniture and base obtainable. Cheap as linotype metal. Use it over and over, or, "dump" for non-distribution as you like.

Says a Chicago User:

Superior Typesetting Company

LINOTYPE COMPOSITION & MAKE-UP
732 Federal Street CHICAGO, ILL.

Stevenson Furniture Mold,
732 Federal Street,
Chicago, Ill.

October 1, 1918.

Gentlemen: We have operated the Stevenson Furniture Mold in our plant for three months and have cast thousands of pounds of this quick-action spacing material.

Our time tickets show that "cutting to fit the hole" is fully 20% faster than spacing with "labor-saving" material. Our racks are always full. Never out of sorts. Special lengths are no longer a "bugbear" in our make-up department.

An important item is that this furniture is produced when the machine would otherwise be idle, thus changing non-productive into productive time.

Very truly yours,
SUPERIOR TYPESETTING CO.

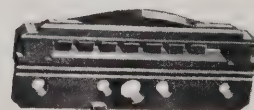
George C. Jager

Superintendent.

*Stevenson Furniture Mold can be applied to
any Linotype, Intertype or Lino Slug Caster.*

STEVENSON FURNITURE MOLD

732 FEDERAL STREET, CHICAGO, ILLINOIS



PATENTED

J. W. HASTIE, President
MORTON S. BROOKES, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

ASSOCIATION NEWS

The fourth annual meeting of the Franklin-Typothetae of Chicago will be held at the City Club, 315 South Plymouth Court, on Thursday evening, October 31, 1918, at 6:00 p. m., unless the health condition of the city should become such as to make it necessary to postpone this meeting.

The year that is coming to a close has been filled with unusual activities. A retrospective view of these activities will be presented in brief reports by those who have been leaders in them.

Several proposed changes in the constitution will be voted upon.

The annual election of officers will take place.

The entertainment committee has provided some special features which will afford a happy blending of pleasure with the business part of the evening's program.

Dinner \$1.25 per plate. Since a guarantee must be given, please make your reservations early.

Chicago printers' Fourth Liberty Loan quota was \$1,839,000. According to Captain Putnam they came across the line with over \$2,125,000.

"Ain't it a grand and glorious feeling?"

Criticism is frequently made by one printer that fellow members of the association give their business to firms who are not members of the association. Business is an exchange of products between two or more producers. The bridge over which this exchange is carried on is friendship. This bridge must be built by the individual; it cannot be built by the association. Like the protecting hills of a great port, the association collects within it those whose business interests are mutual and affords that tranquillity which is essential to the building of the bridge of friendship over which business is transacted. Come out and get acquainted with the man whom you criticize for giving his business to somebody else. He will give it to you if you will help build a bridge over which to transport it, the bridge of friendship and good fellowship.

The association has replaced the inadequate wood filing cabinet in the Printing Trades Credit

Association with an up-to-date steel filing cabinet. The new cabinet not only meets present requirements but has additional space that will meet all requirements for years to come. Members certainly do not realize, or if they do they do not utilize the value of the services that the Printing Trades Credit Association is ready to render at all times, and render to a large extent free of charge. The association has maintained a daily collector on the street for several weeks. Considering the kind of accounts turned in for collection the work of the collector has been highly satisfactory. Send your past due accounts to Mr. Kagey for collection. Help us to build up this department of our association's activities.

Since the National War Labor Board handed down its decision awarding the feeders a weekly increase of \$3.50 as a war relief measure, agreements have been made with Binders' Union No. 8 and with Mailers' Union No. 2, granting the members of these unions a similar weekly increase. Plans are under way whose consummation will result in war relief increases to the members of all the other unions of the printing industry. The point of all this is that, in anticipation of these unusual wage increases in all departments, printers should begin now to revise their selling prices.

The nominating committee, composed of Wm. Sleepeck, J. H. Jones, C. L. Just and Chris. J. Farwell, has submitted the following for office for the coming year: For president, J. W. Hastie; for vice-president, Jos. A. Singler; for treasurer, W. E. Faithorn. Their election will take place on Thursday evening, October 31st.

Among the recent changes in the personnel of the firms composing our membership is that of the John F. Horn Company. Mr. John F. Rudolf, formerly secretary and manager of the Courier Company of Buffalo, has purchased the controlling interest in the local firm and has become its president and manager.

Anticipate Your Paper Wants

NO MOVING OF NEWSPAPERS DURING WAR PERIOD

Thomas E. Donnelley, chief of the pulp and paper section of the War Industries Board, Washington, has issued the following ruling for newspapers and country weeklies:

"Because of the absolute necessity for curtailing the use of paper, no new newspaper shall be established for the period of the war."

It has been further ruled that daily or weekly newspapers may not be moved from one town to another unless there is no newspaper in the town to which the paper is proposed to be moved.

FARM PAPERS TO CONSERVE PAPER

Fifteen per cent reduction in the consumption of print paper by agricultural periodicals beginning October 1st has been ordered by the pulp and paper section of the War Industries Board, Chairman Baruch of the board announced.

The order was issued after recommendations had been presented by a committee representing the publishers of such periodicals, who agreed to use lighter body paper, discontinue subscriptions in arrears, cut off free exchanges, restrict sales to advertisers and advertising agencies and to abandon the issuing of special or holiday numbers.

TEXT-BOOK PRICES TOO LOW

Representatives of twenty publishing houses met the superintendents of public instruction of Illinois, Ohio, Missouri, Wisconsin, Kansas and Minnesota, October 12th, at the invitation of P. B. Claxton, United States Commissioner of Education. He represented Secretary Lane, who had been requested to allow changes in the laws of states that required school book contracts to be made for a period of from two to five years. The purpose was to readjust prices to correspond with the increased cost of production, the publishers contending it was impossible for them to fill their contracts at the old prices. No definite action was taken.

An interesting article recently appeared in the Louisville Courier-Journal, relative to the printshops of the year 1844 in Louisville. Named in the list was the firm of Morton & Griswold, now the John P. Morton Company, operating in the same plant on Main Street, where bookbinding, job printing and stationery are still carried. Other printing and publishing houses were Prentice & Weissinger, the Rev. W. C. Buck, W. N. Haldeman, B. J. Webb, P. M. Kent, Hull & Brothers and N. White, the latter operating a general job printing plant on Market Street near Fourth.

Don't Waste Paper

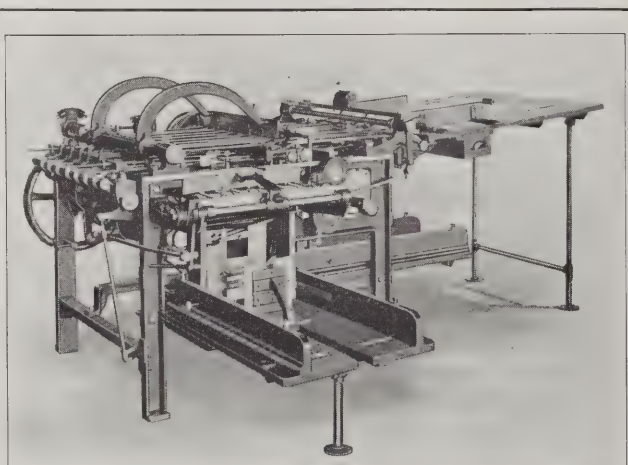
Goes

Lithographed Blanks

of Quality

CHRISTMAS CHECKS
CHRISTMAS ENVELOPES
GIFT CERTIFICATES
— BOND —
STOCK CERTIFICATES
CALENDAR PADS
PICTORIAL BLOTTERS

GOES LITHOGRAPHING CO. CHICAGO
42 WEST 61ST STREET
SAMPLES ON REQUEST



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

Chicago Trade Notes

Chas. Muller, well known printing ink salesman, formerly of Chicago, but who has been connected in St. Louis for the past two years, was seen dodging traffic policemen in his new Dodge car. Mr. Muller will again be located in Chicago.

Louis Holmes, superintendent of the Princeton (Ill.) Republican, after a vacation spent in Chicago, has again assumed his duties in Princeton.

Carl Roth has returned from a number of years spent in St. Louis, and will again be located in Chicago, where he will be associated with the John F. Buckie & Son, printers' rollers. His old acquaintances will welcome his return.

Harry Hillman, formerly of Clark-McElroy Publishing Co., left to take the foremanship of the Universal Paper Produce Co., of Clyde, Ohio.

John F. Buckie, Sr., of John F. Buckie & Son, printers' rollers, has just returned from two weeks business tour through Michigan. Mr. Buckie reports business in his line to be the best in history.

Garrett Burns of the Star Printing Ink Company, one of the best known of the old-time salesmen, having been visiting the trade for the last forty years, is ill at his home here.

The American Type Founders Co. have opened a free evening school for instruction in the use of the Kelly press. Tuition is free to all pressmen. Application can be made at the company's offices.

Sam G. Greenfield has just returned from a business trip in the northwest. It is said that he brought back a touch of the "flu" but is recovering rapidly.

W. E. Curry, representative of American Type Founders Co., dislikes to think that the dancing season is near, as he is in class 1 of the draft.

W. P. Kennedy, manager of Dunn Ink Works, has been working day and night perfecting the organization of the Chicago branch. The writer was impressed with the new letterheads and labels demonstrating the colors and quality of their inks. Mr. Kennedy is always glad to see any of his friends at any time.

John F. Buckie, Jr., is a great golfer and is willing to take on any member of the trade for a good match.

It is rumored around town that John Falkner of the Library Bureau will never again bet against the American League during a world's series.

Frank Miller, owner of Commercial Press, Racine, Wis., is installing a large magazine Webb press to take care of their increased circulation. A large addition to their pressroom has been completed in which the new press will be located.

Edw. Furlong, of Furlong & Hultman, is making a business tour through the northwest in the interest of a new adjustable roller track for the Gordon press. This device enables the rollers on a Gordon press to be set similar to a cylinder press. "Rules or perforating rules have no injurious effects on the rollers, and this adjustment is the only practical one, we believe, on the market," says Mr. Furlong. Mr. Furlong is a practical pressman, having run a job press for nine years before organizing the present company.

Frank Gleeson of Gleeson Bros. Printing Co. has joined the colors.

Edw. Girling and Claud Henry, well known Dearborn Street printers, are leading spirits in the Illinois Reserve Militia. Applications for entering same should be made to them.

E. B. Osler, credit manager, Miller Saw-Trimmer Co., Pittsburgh, Pa., visited their Chicago branch the past week. Mr. Osler is taking a much needed two weeks' vacation. Chicago holds many charms for Pittsburghers and the amount of smoke now hovering over our city tends to make them feel entirely at home when in our midst.

A. W. Friskey has been appointed exclusive western agent for the Brown Folding Machine Company, Erie, Pa., with offices in the Fisher Building, Chicago. Mr. Friskey succeeds Mr. H. Stolp.

At a meeting of the Old-Time Printers' Association of Chicago, held at the Hotel La Salle, October 13th, plans were discussed for their annual banquet. January 17th has been set for the date and former president Theodore Roosevelt has been invited to speak. The association endorsed the movement favoring better state highways.

The average printer is always glad to meet the fool killer for the purpose of sending him over to his competitor.

Slacker Equipment

Any equipment that you have and do not need, stored away or taking up badly needed room in your shop, is in the SLACKER CLASS. There are printers who need just what you have. Idle machinery as well as idle men has no place in this country. ¶ The cost of a Want and For Sale advertisement is insignificant when it is realized that Ben Franklin Monthly reaches many hundreds of possible buyers of printing equipment of all kinds.

**Put your idle machinery in the columns
of our Want and For Sale Department
and so reach the printer who wants it.**

FOR PROMPT SERVICE

PRINTING MACHINERY

AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

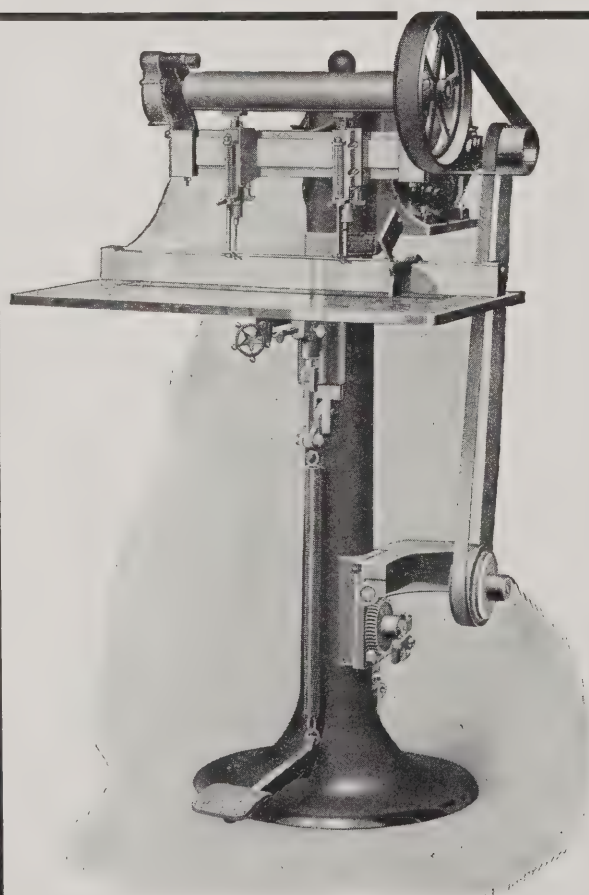
ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
All-Brass Galleys
Pressed Steel Storage Galleys
Run-Easy Tape Couplers



No. 343 Multiple Spindle Paper Drill with Automatic Lift Attachment

UNCLE SAM

Uses Tatum Paper Drills, Punches and Perforators.—Do You?

The *TATUM LINE* includes Paper Punches for office and factory use, Perforators, Single and Multiple Spindle Paper Drills for excessively thick work, Round Cornering Machines, Indexing and Tab Cutting Attachments and other up-to-date equipment.

Gold Medal Award at Panama-Pacific Exposition. Full information and copy of our catalog on request.

The Saml C. Tatum Co.

Cincinnati, Ohio, U. S. A.



Makers of "The Line of True Merit"

Henry L. Rouse, son of H. B. Rouse of H. B. Rouse & Co., who will be remembered as the Chicago representative of the well known manufacturers of printers' supplies, is in the infantry over in France. He will come through the stress in fine shape if the good wishes of his friends can help him.

There was evidenced considerable optimism at the auction sale, October 7th, of the assets of The Wentworth & Rice Company, liquidating, held at the plant, 727 South Dearborn Street, Chicago. The bidding was very spirited. A cylinder press, five job presses, bindery machinery, composing room equipment and office equipment were modern enough to call out a good demand. Mr. Rice has started another plant.

The Kinney-Hood Printing Company, Riverdale, Ill., have added another cylinder press.

The Illinois Staats Zeitung has resumed publication on strictly patriotic lines. Judge John Stelk is one of the principal owners.

Mr. Warnock, who made such a success with his patent register blocks, has gone to California until the war is over. He has invented a wonderful rotary hand-feed press having two feeders, each capable of printing two colors. It has great speed. Restrictions prevent its manufacture at present.

An auction sale of the assets of the Clinton Company, lithographers, took place October 11th, at their plant on the third floor at the corner of Clinton and Van Buren Streets, Chicago, under the receiver's direction. There were included three flatbed cylinder presses and three rotary presses—two of them offset—in the extensive lithographing equipment sold.

Ethel W. Downes, William K. Pattison and Richard A. Peterson, October 11th, incorporated the War Register and Biographical Publishing Company of Illinois; location, Chicago; capital, \$2,500.

Increased rates for first and second-class mail have caused a decrease in volume of 10 per cent compared with last year, judging by Postmaster Carlisle's report for Chicago. It is to be expected that a reduction in the number of publications and the accompanying lessening in the amount of advertising will affect first-class mail as well as second-class. The postmaster's report states that third-class mail is about the same in daily average, while fourth class increased 20 per cent.

The Pullman Porters Publishing Company, Chicago, was incorporated September 17th, with \$20,000 capital, by W. A. Halbert, L. W. Washington and Z. Withers.

One of the partners in the Boam Typesetting Company of Chicago is already in the service and the other intends going. He says he will have to find someone to keep the business going or dispose of it. September was the banner month for the company.

*Do you hesitate—
If so*



Hammer This Truth Home

"Discontinuance or even sharp curtailment of advertising because of temporary war conditions would seem to imperil the most valuable asset that any business has, namely, its good will. No more faulty logic can be found than that which would impel a manufacturer to cease building for the future by means of advertising, simply because the output of his factory is for the time being restricted; or because diversion of his facilities to war work has operated to withhold his goods from accustomed markets. In modern business there can be no sufficient-unto-the-day policy.

"In advertising the business man has built up the intangible or spiritual side of his business, if such it may be designated, as distinct from the material side. It is the spiritual side as represented by the good will, that is slower of growth and that is the more seriously jeopardized by neglect—neglect which could take no more disastrous form than an interruption to advertising.

"Good will in my estimation is far more valuable than the physical property with which it is linked."—*Statement by Hon. W. B. Colver, Chairman of the Federal Trade Commission.*

**Chicago and Industrial West
printers read Ben Franklin
Monthly—a direct and most
reasonable method of
reaching them.**

**Ben Franklin Monthly
123 W. Madison St.
Chicago, Ill.**

SOME WAYS OF SHOWING PATRIOTISM

Which Every Printer Can Use for His
Own and His Employees' Benefit

+ + +

Buy Liberally of Liberty
Bonds and contribute gener-
ously to the Red Cross and
all other war relief funds.



+ + +

Encourage your employees who are in the
draft by assuring them of employment upon
their return.

+ + +

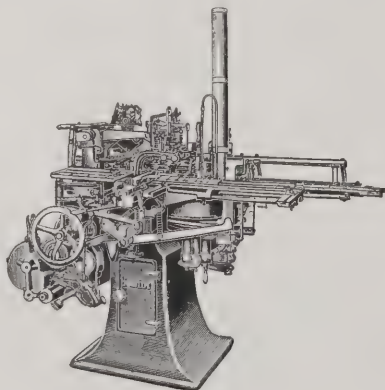
Install modern labor saving machinery to
increase the efficiency of those not yet called
and those who, for physical reasons, are unable
to go into the fighting force.

+ + +

Teach all your compositors the modern Mono-
type methods of composition and composing-
room efficiency.

+ + +

Install Non-Distribution so that there will
always be an abundance of new material for
your compositors and new type for each job,
to save the time of your pressmen.



LANSTON MONOTYPE
MACHINE COMPANY
PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

The Orange Judd Farmer Publishing Company of Chicago, incorporated, has increased its capital from \$5,000 to \$100,000.

Inks, ink machinery and office furniture, the assets of the bankrupt Chicago Printing Ink Company, were sold September 30th at 24 South Clinton Street, Chicago.

The inter-regional committee for the simplification of ticket forms is in favor of standard forms of tickets and baggage checks for all railroads under government control. Putting this into effect is expected to make a decided saving in cost. Director-General McAdoo's name is to be on all tickets printed hereafter, just as it is on timetables and railroad stationery. In a few months every piece of railroad printing will show the government is operating the roads.

Bookbinding appliances are among the things which the conservation division of the War Industries Board has ordered the manufacturers of electrical heating appliances to stop producing.

James Rowe, manufacturer of printers' roller moulds, has sold his property and machine shop at 1058 West Harrison Street, Chicago, for \$40,000, to Mark Oliver.

Barnhart Bros. & Spindler announced that R. C. Kern has been appointed manager of their St. Louis branch house and assumed the duties October 1st. Their former manager, Harry T. Mathews, resigned last month to take up war work with the Y. M. C. A. in France.

Ed Corman, formerly of Chicago, has been elected secretary of the Franklin Typothetae of Cincinnati, succeeding T. J. Turner, who has become secretary of the Typothetae of Spokane, Wash. Mr. Corman is well known to the trade as an accounting expert, and will be of great use to Cincinnati printers in this department of their work. He will have the assistance of F. W. Fillmore, the United Typothetae expert.

Notice of the change of name of the McNeil Printing Co. to The Manufacturing Stationers, Inc., of Phoenix, Ariz., has just been received. The change was deemed advisable on account of the similarity to the McNeil Company of the same place.

JESSO

Sir: Advertising is the synthetic dust of divine bugs, of course, but it cannot always be drawn unrefined into the respiratory. For instance, the stimulating Star of Kansas City recently advertised: "Follow the crowds to Hell with the Kaiser." —G. F. W. and B. L. T., Chicago Tribune.

What's your idea of making the Ben Franklin Monthly of more service to you? Write us today.

Reports from national headquarters, United Typothetae of America indicate that Typothetae locals are springing up very rapidly through the country. Secretary-managers have been placed through the national office in ten cities during the past few months. Surely organization in printing circles is on the upward trend.

There has been a large increase in the sales on bookstands of monthly magazines in England since the war began, though their prices are 50 to 100 per cent higher.

Thos. B. Brooks, New York, has sent out a fine booklet in colors under the title "Impressions," with a couple of illustrations in color from jobs he printed. The reading matter comes right to the point and gives food for thought, as, for instance, when he says: "The fellow who can find no excuse for his competitor's poor job, usually finds a million for his own."

RECENT PURCHASERS OF LINOTYPES

The F. J. Heer Ptg. Co., Columbus, Ohio; Valley County News, Glasgow, Mont.; Monitor, Shreveport, La.; Mercury, Huntsville, Ala.; Times, Tampa, Fla.; Frank Tullis, Pueblo, Colo.; News, Adelphi, Ohio; Union-Star, Schenectady, N. Y.; Skandinavia, Worcester, Mass.; Texas School for the Deaf, Austin, Texas; Narodneslovo, McKees Rocks, Pa.; Enterprise, Bogalusa, La.; The Review, Herman, Minn.; All Language Press, New York, N. Y.; Courier-Enquirer, Buffalo, N. Y.; The Connecticut Press Co., Bridgeport, Conn.; News, Ayer, Mass.; Gazette, Richwood, Ohio; Reporter, Rock Rapids, Iowa; Tribune, Ames, Iowa; Svea, Worcester, Mass.; Gazette, Guernsey, Wyo.; The Co-operator, Wilson, N. C.; Record, Cando, N. D.; Henri Rogowski, New York, N. Y.; Recorder, Jefferson, N. C.; Jewish Daily World, Cleveland, Ohio; Military Intelligence Branch, War Dept., Washington, D. C.; News, Prescott, Ark.; Evening Post Job Printing Office, New York, N. Y.; Booster, Stuttgart, Ark.; Democrat & Truth, Corsicana, Tex.; Beacon, Macon, Miss.; Amherst Bee, Williams-ville, N. Y.; The Stamis Press, New York, N. Y.; News-Tribune, Waco, Tex.; American Wax Engraving Co., St. Cloud, Minn.; Optimist, Lathrop, Mo.; Republican, Forsyth, Mo.; Democrat, Marysville, Cal.; Vitascope, Rector, Ark.; G. Bertelli, Chicago, Ill.; The Salvation Army, New York, N. Y.; American-Press, Lake Charles, La.; Press, Houston, Tex.; Review, Alliance, Ohio; Post, Prestonburg, Ky.; Herald, Durham, N. C.; New York Commercial, New York, N. Y.; U. S. Military Academy, West Point, N. Y.; The Ford-Reed Law Print, New York, N. Y.; Herold, Port Washington, Wis.; The Journal Telephone, Milton Junction, Wis.; Daily Courier-Gazette and Weekly Democrat-Gazette, McKinney, Tex.; Democrat-Journal-Observer, Monticello, Ind.; The Whapless-Bullis Co., New Haven, Conn.; The New Jersey School for the Deaf, Trenton, N. J.; U. S. Submarine Base, New London, Conn.; S. L. Parsons & Co., New York, N. Y.; Mail, Charleston, W. Va.; Edward Killfeather, Spokane, Wash.; Shattuck-Myl and Bickford Co., San Francisco, Cal.; Courier, Sutherland, Neb.; Chronicle Pub. Co., Calexico, Cal.; Commercial, Buffalo, N. Y.; Giles County Record, Pulaski, Tenn.; Pittsburgh Live Stock Journal, Pittsburgh, Pa.; Republican, Waterloo, Ill.; Standard-American, Bridgeport, Conn.; Republican, Pryor, Okla.; The Worth County Tribune, Grant City, Mo.; News, Forman, N. D.; Enterprise, Beaumont, Tex.; The State, Columbia, S. C.; Journal, Sioux City, Iowa; M. B. Brown Ptg. & Bdg. Co., New York, N. Y.; The Evening Herald, Shenandoah, Pa.; Sentinel, Ottawa, Ohio, and Times-Advocate, Gregory, S. D.

A CALL FROM THE GREAT LEADER

"I do not quite like your absenting yourself from that good old club. Your more frequent presence might be a means of keeping them (the members) from being all engaged in measures not the best for the public welfare. I exhort you, therefore, to return to your duty. People (especially printers) are apt to grow strange, and not understand one another so well, when they meet but seldom."

No, brothers, this was not written for the first time for your especial benefit; it is not the call of the president or the secretary of your local printers' club. These are the words of the greatest of all our leaders—Ben Franklin himself—urging the brethren who had like aims and objects in 1764 (as in 1918) to get together for mutual benefit, mutual support and mutual advancement.

PRINTER A HUNDRED YEARS OLD

Mr. James Wood, who celebrated his hundredth anniversary recently, carried on a printing business over fifty years in Cardiff, Wales. He was successful and retired about twenty years ago. He resides in Somerset, and the Cardiff Master Printers Association sent congratulations on his anniversary.

Mr. J. R. Riddell, principal of the St. Bride Foundation Printing School, in an address before the London Master Printers' Association, said the American employer got more out of men and plant than the British scientific management, the use of modern equipment, healthy and comfortable workshop conditions, a recognition of human and technical limitations, and taking full advantage of labor-saving devices, supplemented by an incentive for men to give intensive work," and without a greater expenditure of energy.

Ben Franklin Monthly
costs \$1.00 a year. You owe
it to your business and yourself
to take it and read it regularly.

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

BLUE RIBBON ENAMELED BOOK

is bought again and again by the same printers.

These repeat orders show that it is giving satisfaction not only to the printer, but the printer's customer as well.

And we can deliver the goods—let's prove it.

BRADNER SMITH & Co.

PAPER MAKERS

CHICAGO, ILL.

Established 1852

ANNOUNCEMENT

At a meeting of the stockholders of the Latham Machinery Company, Mr. Paul H. Latham, son of the deceased Harry H. Latham, was elected president of the company and will assume full control of the company's affairs.

Mr. Latham has been connected with his father in the business for ten years, and is thoroughly familiar with the manufacture of this line of machinery as well as the trade.

The business will continue as in the past, without any other change in the personnel of the company.

Latham Machinery Company

Main Office and Factory

Ann and Fulton Streets, Chicago, Ill.

New York: 45 Lafayette St. Boston: 130 Pearl St.

WHY SHOULD PRICE AGREEMENTS BE WRONG?

At a meeting of the London Master Printers Association in June, Sir Frederick Atterbury, head of the British stationery office, was a visitor. In addressing the members he referred to the difficulty among contractors of knowing what to charge, saying: "It was perfectly amazing to find tenders from great, important firms varying from as much as, say 20 per cent below their par price up to a premium of 100 per cent. What they proposed to do with these difficult contracts which provided such extraordinary variations was that they should do the printing themselves and do it at cost. That would eliminate all doubt on the question."

Presumably there were good reasons why he could not accept the lowest bid or make a choice from the others. Evidently "their par price" meant a standard decided upon by the speaker. It is useless to attempt to discuss this without knowledge of its basis.

The fact is that even in estimating costs in general it is necessary to strike an average, as it is impossible for all to always keep to the same figure individually. For instance, a Chicago printer once complained that he could not rely upon the composition of any job being done in the same time if he got it on a second order. The discrepancy is easily explainable. One compositor is slower than another and the same man does not always keep the same pace, possibly feeling out of trim, or needed material being displaced may account for longer time. Therefore costs must vary in spite of all precautions. Hence a standard of costs will favor some jobs and be unsatisfactory in others, aside from business skill or unfitness. There isn't any way of avoiding this, apparently.

Certainly it cannot be too strongly emphasized that the printer is entitled to a fair profit, and the fact of an agreement on prices should cut no figure unless it can be shown the charges are excessive from the average standpoint. Isn't superior ability entitled to a larger reward anyway?

The government itself has fixed prices in many lines of industry. Copper, for example, is very profitable to a few mining companies at a price which inflicts losses on others. Printing isn't as much of a speculation as mining, of course, though ignorance of costs, bad management and lack of salesmanship have made a long record of failures; but there are many legitimate variations preventing a rigid drawing of the line between actual costs and profits. When taxation can take excess profits, why not allow fair price agreements? Who is benefited by competition which causes bankruptcies and creditors' losses? Don't the people have to pay for these?

Anticipate Your Paper Wants

See page 31

Parsons Italic Series

Now Ready

*Write Our Nearest Branch House
for an Advance Specimen Sheet*



Barnhart Brothers & Spindler

Originators of Types that Talk

715-721 South Dearborn Street, Chicago, Ill.

Telephone Harrison 1721

WE WERE FORTUNATE

in securing the latest machinery and equipment just before the war brought about so many obstacles to manufacturing and delivery. Had we delayed we might have had to continue the use of less efficient machinery until the end of the war. This would have proved even a greater handicap than under normal conditions, because the saving of time and labor has become of the greatest importance.

IN many things, however, we are subject to the generally increased charges and have had to advance prices proportionately, seeking merely a fair return for our services. We do not believe in profiteering by others and shall not spoil our reputation by practicing it ourselves.

WE try to give full consideration to each of our customers and expect the same courtesy from them, especially if war conditions interfere with our affairs at any time.

OUR equipment in pressroom and bindery is very extensive and is at your service at all hours.

REGAN PRINTING HOUSE

523-537 Plymouth Court, CHICAGO

Telephone Harrison 6280

Obituary

Chas. H. Duboc, secretary and general manager of the Duboc Paper Co., 712 Federal Street, Chicago, died suddenly at his home, 6600 Woodlawn Avenue, October 9th. He was taken with a severe cold about a week previous which developed into influenza and pneumonia. He was just in the prime of life, forty-three, and was, after five years of hard work, securing the benefits of his labors. He had



CHARLES H. DUBOC

spent the past twenty years with printers' supply houses and prior to starting the Duboc Paper Co. he was associated with the American Type Founders Co., with which company his brother, Wm. A. Duboc, is now associated.

In September, 1913, he founded the Duboc Paper Co. and in the past five years he has built up a fine jobbing business, handling many of the well known brands of fine papers.

The funeral services were held at his home on Thursday, October 10th, at 3:00 p. m., many of the

members of the paper trade of Chicago attending. His body was sent to Rock Island and there he was laid to rest beside his father in the family burying grounds in Chippiannock Cemetery.

He is survived by his mother, two sisters and three brothers, two of whom are now in the army in France, and the other brother, Wm. A. Duboc, reports shortly at Officers Training Camp, Field Artillery, Camp Taylor, Ky.

O. A. Miller, president of the company and also of the parent company, Central Ohio Paper Co., Columbus, O., came to Chicago on hearing of his serious illness and spent a few days in the local office. When interviewed by the writer Mr. Miller said he was so stunned by the suddenness of it that he hardly knew what to say or do. Chas. Duboc's death was a tremendous personal and business loss to him.

During his many years' work in the printing trade here Mr. Duboc became widely known and universally liked and the news of his death was a great personal shock to a very large circle of friends in the printing as well as paper trade.

WEEKLIES BADLY HIT

In the Mercury of Paris, Mo., the publisher, Thomas Bodine, says 1,200 weekly papers in the United States have suspended publication during the year and hundreds of others are on the verge of suspension. He says the higher price for paper is the cause and wants a remedy, saying they are unable to advance subscription and advertising rates to make up for the increased cost. He points out the serious injury to the people in the absence of these mediums of expression.

One of our subscribers was impressed with a certain advertisement—bought some of the goods, and thereby saved fifty dollars on a printing job. That was a nice dividend on his investment of one dollar for his subscription. Moral—read our advertisements. You can buy Liberty Bonds with the dividends derived.

CHICAGO

Phone Harrison 883

We have installed new machinery and new type faces, and are prepared to give the highest quality of work.

TYPESETTING

FOURTH FLOOR
727 So. Dearborn St.

COMPANY

Makeup Department
We make a specialty of making up Newspapers, Periodicals, Catalogues and Books for press or electrotyper.

"Son" Beams

Some printers take what is in sight and hustle for more.

Fortune never smiles on a printer who stares her out of countenance.

There is probably nothing quite so sure to the printer as consequence.

The mean printer always attributes the dislike of his competitor to envy.

Some printers stand by their convictions while others sit by their conclusions.

After a printer reaches the top he seldom talks about the surplus room up there.

The printer who never has any disappointments is in a poor position to enjoy good luck.

It takes a lot of common sense to get a printer out of trouble that a little nonsense got him into.

Any printer who lives within himself is apt to suffer from indigestion. Co-operation is a sure cure.

Isn't it the truth? The average printer would cheerfully take a chance on being ruined by prosperity.

After all is said and done, the "lucky" printer is the plucky one who sees and grasps the opportunity.

Wise printers act as if they expected to live a hundred years but are prepared to shuffle off tomorrow.

There wouldn't be much room at the top if those who reach it were half as big as they think they are.

Very often a printer is reminded of something he has forgotten only to discover that he can't remember what it is.

You can't get something out of nothing, but lots of printers are capable of getting nothing out of something.

Many a printer who tries to carry out his own ideas discovers too late he is a victim of misplaced confidence.

No, Eddie! There's no reason why a printer who wears a wrist watch shouldn't also have clocks on his stockings.

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
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2. 10x15 New Series C. & P. Gordon.
3. 25 and 30 in. Advance Paper Cutters.
4. 35 in. Seybold Auto.-clamp Cutter.
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6. Pony and 46, 56 and 62 in. Miehles.
7. Pony and large 2 Rev. and Drum Presses.
8. 19x25 and 25x34 Hall Job Folders.
9. 16½x25 Potter Proof Press.
10. 25x35 Vandercook Proof Press.
11. No. 6 ⅞ in. Morrison Stitcher.
12. No. 4 ½ in. Boston Stitcher.
13. ¼ to ⅞ in. Monitor Stitchers.
14. 36 in. Oswego Power Cutter.
15. 12x18, 4 roller Golding Jobber.

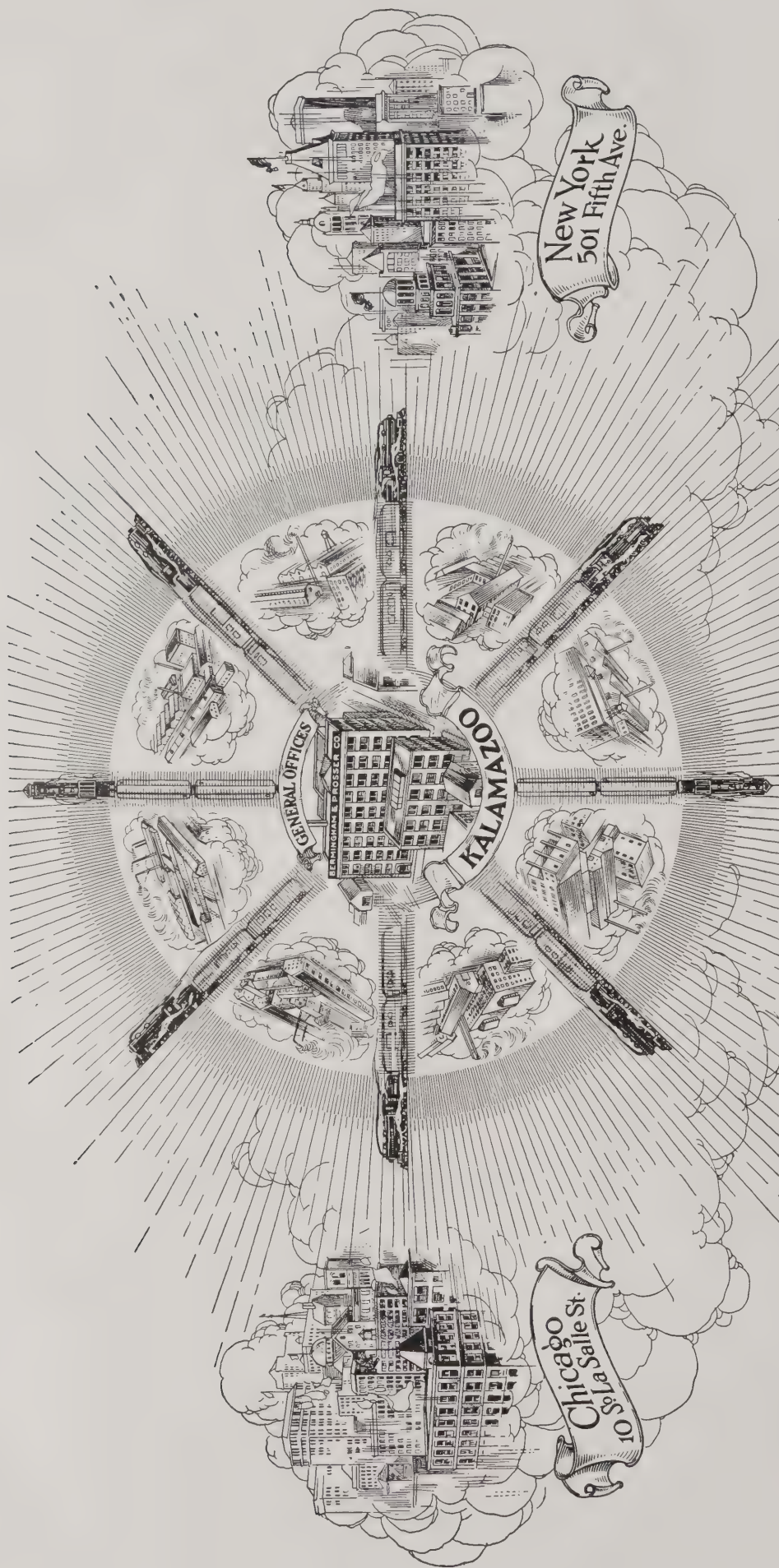
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We are located in the heart of the greatest paper-making center in the world and are ready at all times to render service such as can be had only through an organization located as we are.

Berminham and Prosser Co.

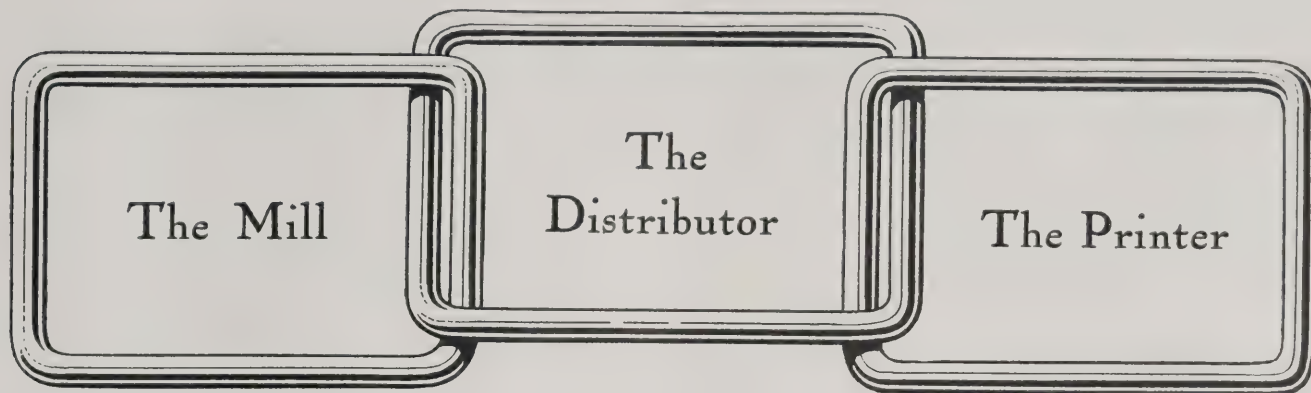
Paper Manufacturers

KALAMAZOO, MICHIGAN

10 So. La Salle St.
CHICAGO

501 Fifth Avenue
NEW YORK

Paper Trade Notes



To All Patriotic Printers and Paper Purchasers in Chicago

Effective November 1, 1918, the Commercial Economy Administration and the State Council of Defense of Illinois issues the following mandatory order to paper purchasers:

You are expected by the United States War Industries Board to co-operate with the paper merchants of Chicago as follows:

1. That delivery of merchandise be restricted to not more than one trip a day over any one route.
 2. That no special deliveries be sent out except on government orders with priority numbers.
 3. To anticipate your wants and telephone or send your orders in promptly, instead of holding them for salesman to call. By so doing more prompt deliveries can be made. Orders received up to 4 p. m., excepting on Saturdays, they will endeavor to deliver the following day. Saturday orders should be in before 11 a. m. for delivery Monday.
 4. Merchandise to be returned for credit to be in purchasers' possession not longer than ten days.
- The above must be carried out so that man-power will be released and transportation not congested.

A meeting was called at the Morrison Hotel on Wednesday noon, October 9th, by representatives of the Chicago paper jobbers, in order to discuss and take proper steps to conform with the request of the War Industries Board that only one delivery a day over a given route be made. The meeting was very well attended, both fine and coarse paper houses being represented.

As the request for only one daily delivery did not affect directly the coarse paper interests, it was decided that a separate resolution be framed, one for the fine paper division and one representing the coarse paper houses, to be submitted to the local War Industries Board for their approval.

The meeting took the form of a luncheon first, and then an informal talk followed which was led by Mr. Abell of J. W. Butler Paper Co. Geo. Tolen, Midland Paper Co., presided.

The fine paper houses some sixty days ago inaugurated a system pledging each house to make only two deliveries daily, so as to conserve man power and aid the government in its endeavors at that time to cut down all unnecessary work requiring man power. Since that time the War Board has taken the matter up again and requested (and a request from the government is a command) that only one delivery instead of two

be made each twenty-four hours. This request was made to all retail houses throughout Chicago and is being complied with by all lines of trade.

A final meeting of the paper dealers was held October 21st at which the above four mandatory orders were read with instructions from the chairman of the commercial economy administration to see that all members of the printing and paper trades were properly notified. It is understood that this order is retroactive and the local authorities made it plain that they expect strict compliance with the order and will see to it that the provisions are carried out.

No one doubted it for a minute but, nevertheless, it gives satisfaction to report that the local paper trade went "Over the Top" with flying colors in the Fourth Liberty Loan drive. This division, which was divided into two sections, one fine paper houses whose captain was Noble Gillett, Chicago Paper Company, and the other coarse paper houses, captained by Walter Sippel, Sippel-Tress Company, had \$968,000 as bogey. When the time limit was up they had crossed "No-Man's Land" with a rush and handed the Huns a knockout blow to the tune of \$1,144,000. Congratulations! It was a big job and well done.

NEW LINES RECENTLY ADDED

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THREE PLY ARTISTS SUNBURST, 19 SHADES

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Buy from the only
 Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly

ANNOUNCEMENT

It is with profound sorrow that we announce the death of our Mr. Charles H. Duboc at his home in this city from pneumonia on Wednesday, October 9th. Mr. Duboc was forty-three years of age, in the prime of life, and the end came just as he was beginning to reap the fruit of five years of hard work in building this business, which was his creation and his ideal. The results attained testify to his untiring and well directed efforts, and his removal is a personal loss to every one of his associates in the business as well as a large circle of friends. His work will be carried on by Mr. Fred D. Connolley of the parent house (The Central Ohio Paper Company), who succeeds Mr. Duboc as secretary-treasurer and manager of the Duboc Paper Company. For him we bespeak the same kind and helpful consideration you have so generously given to Mr. Duboc.

Very truly,

O. A. Miller, President,

Oct. 10, 1918.

Duboc Paper Company.

PENINSULAR SWATCHES

In keeping with the government orders for the elimination of all waste in the sending of samples of papers, the Peninsular Paper Co., Ypsilanti, Mich., have recently mailed to their jobbing connections a new form of samples of their Gibraltar cover paper. This they call Peninsular Swatches, and consists of eight sample sheets, 9x3¼, each sheet a different color. These are stitched and so printed that with a pair of scissors the printer can clip off four different samples for his customers' examination. The variety of colors, together with the fine quality of the stock, should be a distinct help to the trade in securing orders. The paper house of Bradner Smith & Co., West Monroe Street, are the local Chicago agents for the Gibraltar covers.

U-BOATS, BEWARE OF THIS GUNNER

*Former Purchasing Agent of Mendelson Bros. to
 Get \$1,000 Liberty Bond When
 He Sinks One*

If a submarine should come into range of the navy rifle of which Gun Pointer J. L. Solomon is the guiding power, good night, sub! The reason for that definite statement lies in the fact that a sunken "U"-boat to Solomon's credit will be worth just \$1,000 to Mr. Solomon.

Emanuel Mendelson, president of the Mendelson Bros. Paper Stock Company, 900 South Michigan Avenue, having bought Liberty Bonds, plus bonds, and so on, happened to think of a fresh excuse to plunge \$1,000 on Uncle Sam to win. He remembered Solomon and made the following offer to the navy man, a former purchasing agent.

"We agree to turn over to you personally this \$1,000 in the event that the gun of which you are the gun pointer in the crew should fire at and destroy one of our enemy's submarines. Upon official record and notification the bond will be delivered to you.

"We have no doubt that your efforts will be just as great without this proposition, but we want you to know that, while you are serving Uncle Sam, we are also interested in your success, the same as when you were associated with us.

"P. S.: At any rate, the bond is purchased already and will help load that gun!"

A NOTEWORTHY SAMPLE BOOK

The Swigart Paper Co., South Wells Street, Chicago, are now having made a leather embossed loose leaf sample book containing their complete line, with many fine new additions, of announcement and wedding papers and bristols. This new sample book from all indications is to be one of the finest ever gotten out in the paper trade, and the noteworthy improvement of having it loose leaf will be of great convenience to its recipients in that any additions and corrections from time to time may be added without disturbing the rest of the samples. Further announcement will be made when it is ready for distribution.

The duty to conserve paper does not rest alone upon the newspapers. They are making heroic efforts to meet the present crisis, but so great is the shortage that every American must co-operate if disaster is to be averted.

The present paper situation will not grow better as the war goes on, but worse.

E. M. Mendelson, president of Mendelson Bros. Paper Stock Co., Chicago, in being interviewed by your correspondent, said: "Even though every paper warehouse and every printing establishment is displaying large signs urging all to 'Save Waste Papers,' and seemingly a great deal of effort is being put forward to carry it out in concrete form, there exists today a very acute shortage in waste paper. We are two months behind in our orders. This means that the good effects of the efforts of our government to wake up the country to the absolute necessity of waste paper saving have not as yet begun to be realized."

Every printing and publishing house should realize that they must use every effort to see that there is absolutely no waste of papers in their offices or shops.—Save paper. Or possibly you have a heap of old books and magazines in the attic of your home that you will never use again? Dispose of them at once to the paper and rag man. Sell to him also every scrap of waste paper that accumulates about the house. Advise your neighbor of the necessity of saving paper.

SPEED UP

on your production for war and munition
orders by using a



PAPER PUNCHING MACHINE

Positive in its accuracy, *speediest* in setting of dies and movement of work, *unequaled* from point of construction, and in original cost and upkeep the lowest.

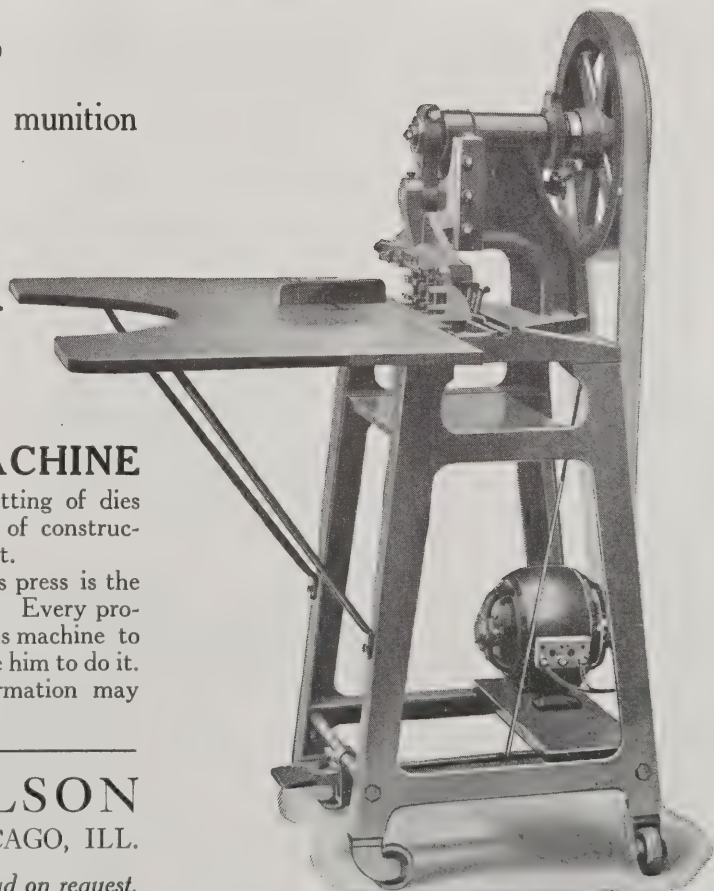
Operated by only $\frac{1}{8}$ H. P. Motor, this press is the lightest and fastest ever offered on the market. Every progressive printer or binder will want to add this machine to his equipment and our liberal terms will enable him to do it.

Illustrated catalog and complete information may be had on request.

C. R. & W. A. NELSON

326 W. MADISON STREET - CHICAGO, ILL.

Note: Jobbers' and dealers' bulletins may be had on request.



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PRACTICAL PAPERS

SUPERIOR BOND

Carried in Stock in White and
8 Colors

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Bound to Satisfy"

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Even Hours.			Minutes.	
1	\$0.67	48	\$32.50	5 \$0.05
2	1.35	47	31.82	10 .12
3	2.03	46	31.14	15 .16
4	2.70	45	30.46	20 .22
5	3.38	44	29.79	25 .28
6	4.06	43	29.11	30 .33
7	4.73	42	28.43	35 .39
8	5.41	41	27.76	40 .45
9	6.09	40	27.08	45 .50
10	6.77	39	26.40	50 .56
11	7.44	38	25.72	55 .62
12	8.12	37	25.05	Hours Overtime
13	8.80	36	24.37	¼ \$0.25
14	9.47	35	23.69	½ .50
15	10.15	34	23.02	¾ .75
16	10.83	33	22.34	1 1.01
17	11.51	32	21.66	2 2.03
18	12.18	31	20.98	3 3.04
19	12.86	30	20.31	4 4.06
20	13.54	29	19.63	5 5.07
21	14.21	28	18.95	6 6.09
22	14.89	27	18.28	7 7.10
23	15.57	26	17.60	8 8.12
24	16.25	25	16.92	9 9.14

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Come from figuring the lost time and the overtime.

BENEDICT'S WAGE TABLES FOR A 48-HOUR WEEK

An entirely different pay-roll Calculator—are the best time and money savers ever offered for making up pay-rolls.

They are more convenient than a book, cover more fractions of time and rates of pay than any other wage tables.

A simple loose leaf device consisting of 48 cards, 2½x4 inches, printed in two colors, covering 96 rates of wages, from \$3.00 to \$50.00 per week, and giving the amount due for five and six-minute periods to a full week, and for overtime—at time and one-half—up to nine hours.

Only one rate of pay can be seen at a time. Mistakes are practically impossible. Select the rates needed for your pay-roll and you have a pay-roll calculator condensed to the limit of usefulness with nothing wanting.

Put up in a neat case. PRICE \$2.00. Send your order to the

BEN FRANKLIN MONTHLY

123 W. Madison Street

CHICAGO

GOVERNMENT REGULATIONS COMPILED

A complete published list of government regulations covering the manufacture of paper of all grades has been compiled by the American Writing Paper Company and is being distributed to paper merchants and others interested in all parts of the country.

The regulations are corrected and revised up to October 1st, and cover twenty-four pages. Several weeks were spent in repeatedly correcting and revising figures and in collecting data for this booklet, which will prove invaluable to all manufacturers and consumers of paper of every description.

The pamphlet contains all the latest rulings of the Pulp and Paper Division of the War Industries Board and the announcements of all kinds issued at various times to the paper manufacturers, as well as the plans for the conservation of paper as outlined by the War Industries Board.

An alphabetical index has been arranged which enables the reader to find at a glance the government regulations covering the particular paper or papers in which he is interested. A section is devoted to writing paper, fine stationery, blank books, book

papers, paper boxes, cover papers, drug labels and drug boxes, envelopes, glazed and plated papers, tablets, text-books, toilet and tissue papers, vegetable parchment and wrapping papers.

Besides the government regulations the booklet contains a list of the preferred industries, the newest regulations issued by the public printer, the pledge of co-operation between manufacturer and dealer and between dealer and consumer, the regulations for publishers of trade books, sale of stock on hand and other material of national interest.

SAVE PENCIL STUBS

They don't mean much to most of us, lead pencils, but they mean a lot to the soldiers—and short pencils are better than long ones when it comes to impromptu letter writing. For this reason Y. M. C. A. secretaries ask stenographers who have accumulated a lot of "stubs" anywhere from two to five inches long to remember overseas soldierly needs. Send yours to Ben Franklin Monthly. Our service department will see that they get into proper hands.

CHICAGO ROLLERS NEVER FAIL

A broad statement—but actual facts. Scientifically made Rollers that give continued, uniform service under all Printing and Climatic conditions. Regular customers know these secrets. If you are skeptical—then don't delay a try-out.

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SEND for a
set of port-
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THE SEYBOLD "DAYTON" CUTTING MACHINE

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or none at all"

The best Ledger Paper value on earth

It possesses unusual strength, a smooth, uniform printing, writing and ruling surface and is stocked in white and buff in a large number of sizes and weights, sufficient for every need. Order today and be convinced.

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This NICKELSTEEL "GLOBETYPE" has been
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

The number following the name of paper designates the dealer carrying same (see list at bottom of page). For full description and prices see dealers' individual catalogues.

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6	BRADNER SMITH & CO.	20	IMPORT PAPER CO.	34	MIDLAND PAPER CO.	48	SWIGART PAPER CO.
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10	CHICAGO PAPER CO.	24	LA SALLE PAPER CO.	38	PAPER MILLS CO.	52	WHITE, JAMES, PAPER CO.
12	DUBOC PAPER CO.	26	LEE PAPER CO.	40	PARKE-McCAULEY CO.	54	WHITING PAPER CO.
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INDUSTRIAL WEST

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A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

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Phone Wabash 4980.

ENGRAVERS

JACOB J. LINKER
711 South Dearborn St., Chicago.
Phone Harrison 7454.

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Phone Harrison 1143 CHICAGO, ILL.

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(Printers' Knives)

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(Lithographic and Printers)

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BRADNER SMITH & CO.
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MIDLAND PAPER CO.

322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.

208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.

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WHITE, JAMES, PAPER CO.

219 West Monroe St., Chicago. Phone Main 875.

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40 No. Fifth Av., Chicago. Phone Franklin 2507.
"A Thousand to a Million in a Hurry."

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F. J. RINGLER & CO.
NICKELTYPERS
AND
ELECTROTYPERS

TELEPHONES HARRISON 2518-6780

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CHICAGO NEW YORK

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of the BEN FRANKLIN MONTHLY, published monthly at Chicago, Illinois, for October 1, 1913.

State of Illinois,) ss.
County of Cook,)

Before me, a Notary Public in and for the State and County aforesaid, personally appeared PHILIP A. HOWARD, who, having been duly sworn according to law, deposes and says that he is the Editor, Publisher and Owner of the Ben Franklin Monthly, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager, are:
Publisher—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
Editor—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
Managing Editor—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
Business Manager—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.

2. That the owner is P. A. HOWARD, 123 West Madison Street, Chicago, Ill.

3. That there are no bonds or mortgages outstanding.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) P. A. HOWARD,
Editor.

Sworn to and subscribed before me this 30th day of September, 1913.

(Signed) ARTHUR R. THOMPSON, Notary Public.

Quality Electrotypes
Service That Satisfies

Federal
Electrotype Co.



Lead Mould Process Plates
Nickelsteeltypes
Electrotypes

Phones Wabash 8100-1

732 Federal Street

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Wants and For Sale

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Six insertions of a four-line advertisement or less for \$5.00; twelve insertions for \$7.50—all prepaid.

FOR SALE—A printing plant in the middle west. Appraised by Appraisal Company at over \$70,000.00, not including stock on hand. Will sell for \$35,000.00, or \$15,000.00 cash balance any time at 6%. Address, A. T. 100, care Ben Franklin Monthly, 123 W. Madison St.

FOR SALE—12 x 18 Chandler & Price Gordon Press with Humana Feeder attached. Both latest model. First class condition.—Address, Messenger Pub. Co., 1170 Old Colony Bldg., Chicago, Ill.

FOR SALE—One 14½x22 Chandler & Price Gordon Press complete; 40 all-brass Galleys.—Address, Orleans Printing House, 149 Elk Place, New Orleans, La.

FOR SALE—43x56 Miehle, \$2,500; and two 26x34 Pony Miehles, \$1,200 and \$1,300 on floor in Chicago. Proof Presses: 16x25 Potter, \$250; 25x25 and 11x25 Vandercooks, \$200 and \$100 Cutters and Creasers: 22x24 Universal, \$500; 14x22 Gally, \$225; 29x42 Potter, \$900. Stitchers: No. 6 Morrisons, \$175; No. 1 Monitor, \$200. Cutters: 35-inch Seybold, \$400; 34-inch Chandler & Price, \$325; 38-inch Sheridan, \$275; 32-inch Garden City, \$200; 30-inch new series Advance, \$180; 25-inch Advance, \$145; 22-inch Leader, \$60. Gordons: 10x15 new style Chandler & Price, \$265; 10x15 Chandler & Price, \$220; 10x15 Challenge, \$180; 11x17 Challenge, \$180; 12x18 Challenge, \$240; 12x18 Golding Art Jobber, used little, \$485; 13x19 Thomson, \$350; 14x22 Thomson, \$575; wood goods, special machinery and material. Tell us your requirements. We can sell your surplus machinery.—Wanner Machinery Co., 714-16 S. Dearborn St., Chicago, Ill.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—34-inch Acme Self-Clamping Cutter, in good condition. Bargain, as must dispose of same at once.—G14, care Ben Franklin Monthly, 123 W. Madison St., Chicago.

HAVE several good imposing stones of various sizes for sale cheap.—Address, E5, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—Stamping and Inking Machine; steam head; size, 12x14; a bargain if taken at once.—Address, C125, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

We Are Not Bothered!

We are too busy taking care of our growing business to do any "knocking"

STANDARD TYPESETTING COMPANY

MONOTYPE—LINOTYPE—COMPOSITION AND MAKEUP

DAY AND NIGHT SERVICE

PHONES: [Harrison 2156
Harrison 4630
Harrison 4777

701-703 South La Salle Street, CHICAGO



**The Paper Industry
Cannot Make Anything
Better**

THE highest class printer or lithographer in the trade, or the most exacting advertiser in business, can use Systems Bond with credit, for Systems Bond has honest quality built right into it. All can use it with profit, too, for Systems Bond is astonishingly low priced.

**SYSTEMS
BOND**

It's merely a matter of brains and manufacturing efficiency.

Printers and Lithographers like Systems Bond because it helps create good will between them and their customers.

Systems Bond is also made in linen finish for note and letterhead paper. Sample sheets of all kinds on request.

EASTERN MANUFACTURING COMPANY

GENERAL SALES OFFICE

501 Fifth Avenue
New York City

MILLS

Bangor, Maine
Lincoln, Maine

WESTERN OFFICE:

1223 Conway Bldg.
Chicago, Ill.

Go Ahead

Get the Business

Don't turn down any job of printing because of inadequate composing room facilities, or scarcity of labor. We will take care of the composition and makeup for you. Catalogs, booklets, price lists—anything, everything—nothing too big, nothing too small, nothing too simple, nothing too intricate for us to handle properly.

An up-to-date, extremely efficient trade composing room guarantees you the best product and service obtainable; relieves you of all worry.

We have no connection whatever with any printing plant or pressroom. We are absolutely independent. Composition, Makeup, Lockup.

Smith-McCarthy

TYPESETTING • COMPANY

508 • S • DEARBORN • STREET • CHICAGO

HARRISON • 3864 • 3865 • 3866 • 3867

ANNUAL MEETING FRANKLIN-TYPOTHETAE OF CHICAGO

P. A. HOWARD, MANAGING EDITOR. PUBLISHED MONTHLY. \$1.00 A YEAR, 10c THE COPY



BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

November, 1918

NUMBER TWO

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By
BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.

OUR BONDS
AND LEDGERS
REQUIRE NO
EXPLANATIONS



CHIEFTAIN
BOND



NEENAH PAPER COMPANY
NEENAH, WISCONSIN

MORE THAN 37,500 IN USE

© TRADE

LINOTYPE

MARK ©

THE MACHINE THAT LASTS

For the Intensive Conservation Period —AND AFTER

Obviously the demand for increased production must be met by more machinery. In many an instance, more machinery must be introduced to maintain production.

The answer in the composing room is the Linotype—not as a substitution, but as an institution which insures a maximum of conservation for tomorrow as well as today.

The multiple-magazine Linotype, augmented by Linotype Typography, puts the shop on an all-slug basis that combines the advantages of dispatch, labor-saving, and the means to a high order of quality.

“WHAT EVERY BOOK AND JOB PRINTER SHOULD KNOW”
our new 8-page folder, handsomely illustrated in colors, is well named—
send for a copy of it.

MERGENTHALER LINOTYPE Co.

New York, U. S. A.

CHICAGO
1100 S. Wabash Avenue

NEW ORLEANS
549 Baronne Street

SAN FRANCISCO
646 Sacramento Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

TYPOGRAPHY

© TRADE

LINOTYPE

MARK ©

READ THIS LETTER FROM A BIG NEW YORK PRINTER

USE **Foldwell** TRADE MARK FOR
PROFIT

February 14, 1918

Chicago Paper Company,
801 So. Wells Street,
Chicago.

In the fall of 1914, when the writer was on a business trip to Chicago, he took advantage of the opportunity to visit several printing plants and also had the pleasure of meeting men who were connected with the printing industry in general, and had the good fortune to learn that there was being used in Chicago a very high grade of coated stock known as Foldwell.

As soon as I learned what could be accomplished by the use of this stock, I immediately came to the conclusion that this stock was well-named, and upon my return to my office, I took this matter up with Mr. Louis Alliger of Whitehead & Alliger Company, and placed an extensive order with him for Foldwell on the basis of 25x38—50 pound. We used this stock for a self-covered booklet, size 8x10½ inches, upon which we printed on the first and last pages a four-color subject, and in binding and stitching this booklet there was absolutely no breaking of the stock on the backbone.

I immediately began to explain to my clients the value of the use of this paper for catalogs, brochures, booklets and folders, printed in one or more colors. In the meanwhile your Company had arranged to take over the sale of this stock in this city.

You well know since that date the enormous quantity of Foldwell we have ordered from you, and we know of no stock manufactured by any mill that can compare with Foldwell in any weight that has the same printing and folding qualities.

I might further state that we have several technical advertising clients who specify Foldwell on all work we do for their various clients.

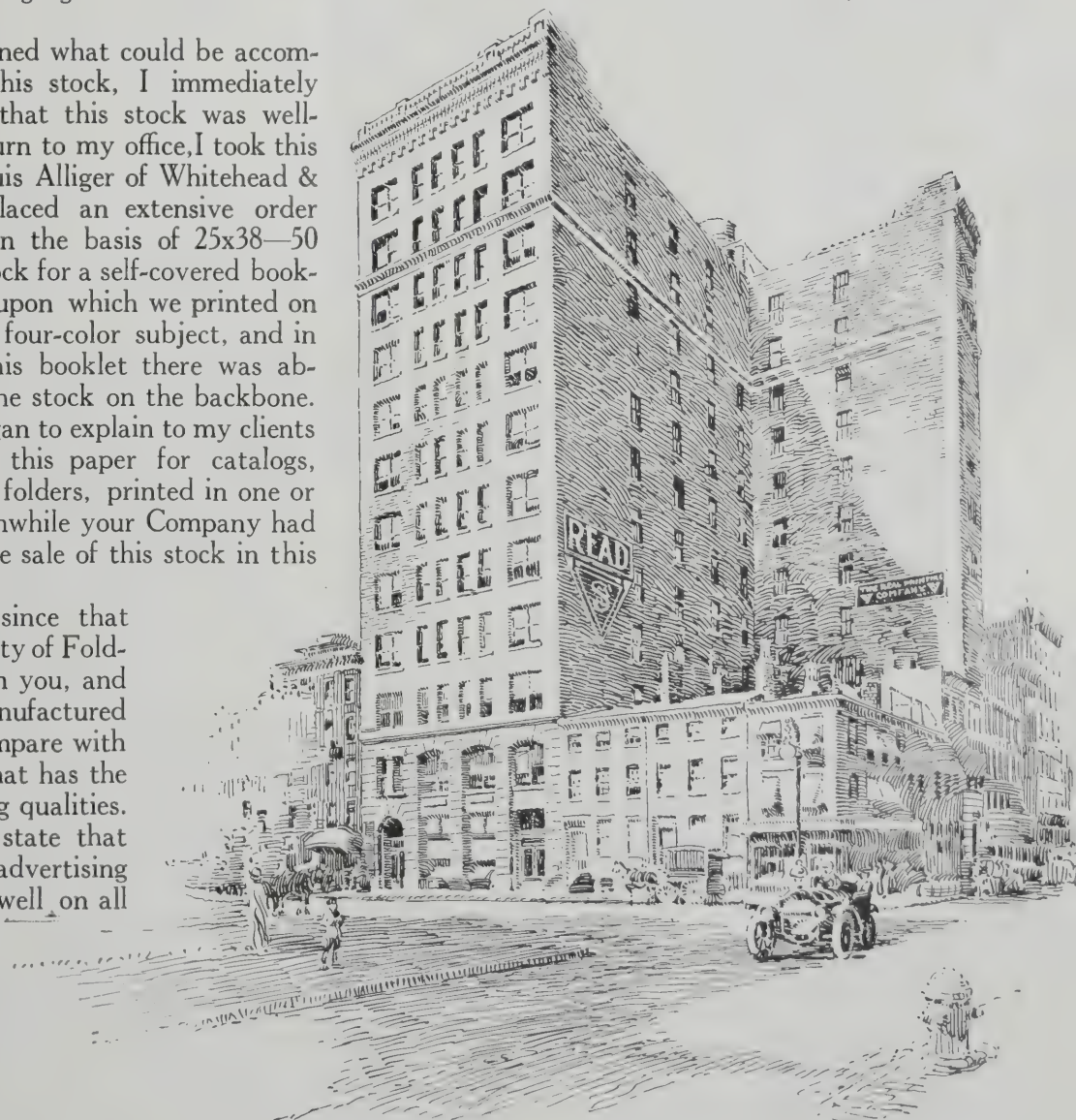
For many years printers have been seeking

a stock with the strength and printing qualities of Foldwell, and this Company found that, by the recommendation and use of same, it not only assisted us in obtaining contracts, but also gave our clients a service that was of advantage to all concerned.

We have never placed an order for Foldwell with you that has not been up to the standard of the sample the writer brought with him from Chicago. In other words, we know of no paper in which the variation of the printing surface and strength is less than in Foldwell.

Yours very truly,
HIRAM SHERWOOD PRINTING CO.

Hiram Sherwood, President.



FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling
Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
All-Brass Galleys
Pressed Steel Storage Galleys
Run-Easy Tape Couplers

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Meeting the Government's Requirements on Paper Conservation

¶ Every consumer of paper is faced with the necessity of conforming paper needs to Governmental regulations. This not only requires a clear interpretation of the various rulings put out by the War Industries Board at Washington, but a careful study of the effectiveness of the new weights and finishes as applied to the consumer's particular purpose.

¶ The Seaman Paper Company, through its entire national organization, has carried out for years the idea of economy in manufacture; with a consequent benefit to the consumer—not only from a standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

¶ Now that conservation is the watchword—*and the law*—the Seaman Paper Company will aid the consumer to the extent of their knowledge in the interpretation of Governmental regulations and to lend as well the benefit of its years of experience in the production of paper yielding a maximum of effectiveness at a minimum cost.

Seaman Paper Company

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia



ISSUED THROUGH
U. S. EMPLOYMENT SERVICE

You can tell a real patriot by the way he works. Full time work by both employers and wage earners will win the war.

—U. S. Department of Labor

In Which We Talk Turkey

The Home of
Ben Franklin Monthly



Yours to serve. Try us!

Our Sector—The Industrial West

Chicago, in the heart of the Industrial West, is the biggest printing center west of the Alleghanies.

There is not another paper in the Printing Trades that has so large a circulation in this center as **Ben Franklin Monthly**.

More than 850 Employing Printers, as well as their buyers, in Chicago read this paper regularly.

In the large cities as well as the smaller towns in the Industrial West **Ben Franklin Monthly** enjoys a large circulation, which is now being increased steadily.

Put ***Your Trade-Mark*** and the description of your products in our columns regularly; they have a purchasing power you should take advantage of.

We will pull strong for you in this fertile field and will show you team work by our Service Department second to none.

We are getting ready for big things beginning with our January number.

Paper dealers, printing ink and machinery firms and allied industries selling the printers in this section will profit and stimulate their business by using **Ben Franklin Monthly**.

BEN FRANKLIN MONTHLY

123 W. Madison Street, Chicago

Telephone Randolph 2100



Ben Franklin Monthly

A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

Published by Ben Franklin Publishing Co.
P. A. Howard, Pres. and Managing Editor
M. N. McCune, Associate Editor

123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

Vol. XVI

NOVEMBER, 1918

No. 2

ELEVENTH MONTH—ELEVENTH DAY— ELEVENTH HOUR

PEACE! The whole world has been waiting for this moment. Its arrival is echoed throughout all civilization.

The war weary peoples of the earth rejoice that it has at last arrived.

One William Hohenzollern, already (before the bar of humanity) adjudged guilty of the greatest crime ever perpetrated upon this world, will prepare to face his final judgment. There, alone, he can plead his case before his Maker; there, this "Last of the Autocrats," this possessor of "Divine Rights," will be given an opportunity to justify the uses that he has put to his "Talents."

The world's awful nightmare has passed. PEACE! Eyes glistened with tears, tears of joy, throats seemed to tighten in trying to call out the word at first. The realization of it seemed wonderful.

What a universal Thanksgiving Day we will have this year!

A GOLD STAR

Word was just received from France by the Smith-McCarthy Typesetting Company of the death in action of one of their most valued employees, Jos. J. McDermott, who was assistant foreman of their composing room, before joining the colors. He was just twenty-one years of age and it is believed his nearest relative is a sister.

His supreme sacrifice is a loss keenly felt by his associates and his many friends in the printing trade.

As a tribute to his memory the company is utilizing the back cover of this issue to show their appreciation of what this lad has done.

VERMILLION vs. COPPER PLATES

It is supposed to be a well known fact that any ink containing Vermillion will destroy copper plates. Therefore printers when using a Vermillion Ink should have their plates nickelpated.

PULL TOGETHER

Every phase of reconstruction will be taken up at the Reconstruction Conference of Industrial War Service Committees called by the Chamber of Commerce of the United States for December 3rd to 6th at Atlantic City. The sudden termination of the war has brought reconstruction to the front as the one important problem today facing business men. In the congress of business interests at Atlantic City there is offered the opportunity for industry to assume the leadership in dealing with those questions which primarily affect business. And the whole-hearted manner in which the many groups of business men of the country are meeting the request to attend and serve on service committees portends a great nation-wide stabilizing of business conditions in 1919.

This co-ordination and harnessing of all groups of industries in the United States to the one idea of adjusting them to and piloting them through the so called reconstruction period can mean but one thing—confidence that we all will be able to carry on our business with very little, if any, harmful effects through the readjustment of our industrial life.

A country that can, in less than two years, accomplish what we have accomplished should and will certainly be capable of protecting, if protection is needed, its business life.

We are of the opinion that if any "slack" develops in manufactured products in the United States it will be quickly taken up by export demands.

The United States is in the best financial condition of any country in the world. If you have learned the lessons of right economy and prevention of waste and put your business house in the efficient class you can rest assured that 1919 will be a big year for you.

Make your slogan "Business as usual" and get out and hustle.

"He who the printers' art would choose
Must either know his costs or lose."

—Tacoma Coin Key.

ELECTROTYPERS' CONVENTION

The twenty-first annual convention of the International Association of Electrotypers will be held at Cincinnati, Ohio, November 22 and 23, 1918. Headquarters, Hotel Gibson.

The program is as follows:

Friday, November 22nd—A. M.

10:00—Patriotic address, Hon. John Galvin, mayor of Cincinnati.

10:20—Address of International President John J. Foy.

10:35—Appointment of committees.

10:40—Annual report of Secretary-Treasurer Wm. T. Timmons.

11:00—Report on Standard Accounting System, H. C. Goettsche, followed by open discussion.

12:00—Adjourn to 1:30 p. m.

P. M.

1:30—Cost committee report, E. C. Westman, followed by open discussion.

2:00—Scale committee report, George H. Benedict, followed by open discussion on revision of standard scale.

3:30—Report of standard of practice committee, O. S. Gauch.

3:40—Address by L. V. Shearer. Subject: "Ozokerite."

4:00—Report of membership committee, Chairman Harris B. Hatch.

4:10—Address by M. J. Hoynes, President Ohio State Association.

4:15—Address by W. H. Lakeman, President New York State Association.

4:20—Address by H. L. Adzit, President Michigan State Association.

4:25—Address by Fred Schroeder, President Chicago Association.

4:30—Address by James C. Cawl, President New York Association.

4:35—Report of research committee, Harry M. Blaetz.

4:40—General discussion on membership.

5:00—Adjourn till 9:30 a. m. Saturday.

Saturday, November 23rd—A. M.

9:30—Report of labor committee, A. D. Robrahn.

9:50—Report of publicity committee, F. H. Clark.

10:00—Report of statistician, A. D. Robrahn.

10:15—Address by E. C. Miller, President American Photo Engravers' Association.

10:45—"War Problems of Our Industry," open discussion led by F. W. Gage.

12:00—Adjourn to reconvene promptly at 1:30 p. m.

P. M.

1:30—Address by H. B. Hatch. Subject: "A Possible Substitute for Electrotypes."

2:30—Reports of appointed committees.

2:45—Election of officers.

3:00—Adjourn.

3:10—Meeting of executive committee.

Mrs. Laura Thorne Donnelley, wife of Reuben H. Donnelley, died on Sunday, November 17th, at her home, 1200 Lake Shore Drive. She suffered a stroke of paralysis about a week ago. The funeral was held on November 20th at 11 o'clock from the Fourth Presbyterian Church. Interment was at Rose Hill. Mrs. Donnelley was born in Chicago in 1867. Mr. Donnelley is vice-president of the printing house of R. R. Donnelley & Sons Co.

FALSE IDEAS IN DEPRECIATION

The advancing prices in all lines may create false ideas regarding the reckoning of depreciation. It must be very plain that normal calculations are likely to be greatly at fault under present conditions. Thus, if a press cost \$4,000 and depreciation was figured so as to replace it at that price, there will be a serious shortage if \$5,000 is asked when a new press must be bought, regardless of the fact that the original investment of \$4,000 is secured. It may not be possible to make up the difference of the higher cost by using the press longer, though on its face that appears the best way if it can be done. The plan would be unprofitable if a new machine added 10 per cent to production. Losses would rapidly be made up in a steadily accumulative fashion.

Reversing the process, equipment bought at war prices is likely to depreciate very rapidly when peace arrives, through various causes. Therefore a higher rate of depreciation must be charged to assure any degree of safety in preserving the investment of capital, with a fair interest rate.

When compared with the cost of replacement, printing plants, the same as almost everything else, have become more valuable since we entered the war; but the printer who fails will doubt it when he is sold out. After manufacturing restrictions are removed it is probable there will be a sharp decline in material, though high wages may hold up costs for some time. Meanwhile the correct charge for depreciation is more of a conundrum than ever.

W. J. Murphy, who owned and published the Minneapolis Tribune since 1891, died in a Chicago hospital October 24th. Previously he practiced law. A widow and son survive.

Ernest J. Kruetgen of the Ernest J. Kruetgen Company, engravers, who is president of the Chicago Lincoln Club—formerly the Germania Club—in addressing the members, November 9th, said: "Now is the time to eradicate all hyphens," declaring all should show themselves true Americans.

Fred J. Stevens, Charles D. Kennedy and Hubert E. Page applied, November 9th, for the incorporation of the F. J. Stevens Company, Chicago, capital, \$10,000.

J. W. HASTIE, President
MORTON S. BROOKES, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

Franklin Typothetae's Fourth Annual Meeting Closes Year of Unusual Activities and Accomplishments John W. Hastie Re-elected President

The fourth annual meeting of the Franklin-Typothetae of Chicago was held at the City Club, Thursday evening, October 31st.

The meeting, originally scheduled to be held on October 17th, was postponed twice on account of the epidemic and so it was that the next Thursday night available was the 31st, Hallowe'en.

There was a large attendance regardless of the inclement weather and the spirit of good fellowship, enthusiasm and keen interest throughout the entire program made it a most enjoyable evening.

The festivities began at 7:00 o'clock with a fine dinner, preceded by the singing of America. Throughout the dinner patriotic and popular airs were sung, supported by professional talent.

With the completion of the final course and the singing of several selections of popular melodies, the real business of the meeting began.

The election of officers for the coming year followed the annual reports of the officials and chairmen of the committees. These reports are given herewith and speak volumes for the caliber and wide scope of the activities and real accomplishments of the past year. To one who has not had the pleasure of attending these meetings in the past, this "close-up" of what the Franklin-Typothetae of Chicago is doing for its members is a veritable revelation. The officials, one and all, are rendering a brand of service to the printers of Chicago that makes any excuse for not belonging to the Franklin-Typothetae look insignificant and foolish. Take a little time and read carefully the following excellent reports.

The fiscal year was changed so as to begin on June 1st, and the following officers were elected to hold office. J. W. Hastie was re-elected president. Jos. A. Singler, vice-president; W. E. Faithorn, treasurer; C. L. Woodfield, secretary, and R. B. Nelson, assistant secretary.

We give, with pleasure, the following reports that were made:

PRESIDENT'S REPORT

To the Members of the Franklin-Typothetae of Chicago.

Gentlemen:

When the nominating committee of this association a year ago requested me to stand for the office of president they blandly informed me that my duties were merely routine, and that with the assistance rendered by the office organization and members my burdens would be light.

It has been my fortune to serve you during one of the most momentous years in the history of our industry.



JOHN W. HASTIE, PRESIDENT

Immediately upon induction into office, your executive council selected as general secretary Mr. C. L. Woodfield, who had previously conducted the Typothetae school of printing in this city. Mr. Woodfield brought to the duties of his position intelligence, method and application, and his conduct of the affairs of the association, during a period of unusual activity, has been gratifying in the extreme. In addition to the regular and usual service to be rendered our members, it should not be forgotten that the labor developments, our own membership drive, the handling of Liberty Loan

and Red Cross campaigns, in addition to division and committee activities, created an abnormal demand and was a severe tax upon the resources of his office. These demands were met and handled by the regular office force in a very creditable manner.

The selection of Mr. Woodfield as general secretary was followed by that of Mr. R. B. Nelson as assistant secretary and accountant. Mr. Nelson's work in each instance has been of a high order. His services as cost accountant have been in such demand that he has been unable to keep pace with it, due in part to the fact that his time has been diverted to other activities, and should the work for the coming year be measured by that of the past twelve months, additional help will be necessary. The duties thus imposed have been such as to prevent either of these officers becoming better acquainted with individual members through visitation, much as it was to be desired.

Right here permit me to call your attention to the association offices in 1146 Mondanock Block,—your offices, and open to you at all times, not to stop at the railing entrance, as I found one esteemed member, but to be entered as your own, with access to all it contains. With the increasing membership comes increasing service demands and it will be up to you to seek the assistance of the service provided, rather than to expect that service to look you up.

Through the reports of your officers, division heads and committee chairmen, you will be given in detail the work and the accomplishments of the year, and it is unnecessary to refer to them here, other than that I invite your close attention to these reports as they are submitted. They will give you not only a knowledge of the work being performed through your organization, but also an idea of service rendered by those who loyally and unselfishly have striven in your behalf through the past twelve months, and I will not detract from these reports by special mention.

Our government's call for financial response to Liberty Loan, Red Cross and other war necessities made imperative some organization within our own to guide and direct these movements, not only because of the patriotic duty involved, but that our industry would receive its due as such in all its responses.

Our entire membership was enrolled as the War Association of the Printing and Binding Industry of Chicago, with the following advisory committee: A. R. Barnes, Archibald J. Brock, Daniel Boyle, Thos. E. Donnelley, Robt. M. Eastman, Edw. F. Hamm, J. W. Hastie, Thos. S. Quin, Andrew McNally, Geo. A. Poole, Jr., Adolph Schmidt and Wm. Sleepeck.

The accomplishment of the three drives thus handled, the first under the chairmanship of T. E. Donnelley, the second under Andrew McNally, and the last under Geo. A. Poole, Jr., is now history,

and needs no comment. The results are but another earnest of what can be done when all pull together for a given purpose.

About the first of this year steps were taken to secure, as association property, the Printing Trades Credit Association, which had been operated as a corporation with privately owned stock. As a result of this movement the association, through its officers, now owns and controls this property, a very live asset and one which can be made to bear rich fruit.

A report will be submitted by Mr. Brooks, chairman of the committee. Mr. C. I. Kagey, the secretary, who has been acting in that capacity for years, is thoroughly capable and trustworthy. Members are urged to take advantage of both the credit and collective bureau. In seeking credit information, however, it should be distinctly understood that it is not open to any Tom, Dick or Harry who happens in your employ. It is strictly confidential in its nature, and is available only to the head of your concern or a properly designated credit man. Chas. F. McElroy is counsel for this bureau, and he has been very successful in suits, due largely to the fact that he is a practical printer.

Certain changes occurring in the Machine Composition and Blank Book, Loose Leaf and Rulers Divisions of our association rendered necessary a revision of our constitution and by-laws affecting them, and these you have adopted this evening.

The amendment throwing the annual meeting and election of officers in June, rather than in October, was inspired by the fact that new officers were unable to take full advantage offered by the winter months in advancing the interests of the association. Taking office in June they would have a period usually quiet (the summer months) in which to plan and work out programs for the advancement of the members' interests and put in effect the same during the early fall months. This measure has the hearty support of your executive council.

It has been the policy of this administration to encourage inside groups, composed of those specializing along certain lines of work. When men meet often enough to form friendships, confidence arrives, and when that transpires many of our troubles take wing. As long as these affairs are handled for the purpose of eliminating abuses and assisting in a fair return for service rendered, they should prosper. If at any time, however, they are used to unfair advantage they will fall of their own weight.

The present dues of the general association have been found ample thus far in taking care of the expense of operation. Our annual dues to the United Typothetae of America are \$6,000.00, the maximum. An attempt to increase these at Cincinnati in September failed. All obligations incurred have been promptly met, and the result in

this respect is gratifying. The members should see to it that their dues are promptly paid upon call. Some leniency has been shown in the past in the case of those who have failed to respond within the time limit, but this should not become a practice. This is not a charitable organization. If it is not worth its price in membership, it will not long survive.

Several times during the past year have propositions been made seeking membership on a differential basis, because such applicants were not interested in all the activities. In each case the reply was to the effect that each activity was worth the full price and we were not selling them in parcels. We have but one basis for membership.



JOS. A. SINGLER, VICE-PRESIDENT

The estimating class of last winter, while not in numbers what it should be, was successful in that 80 per cent of the opening enrollment completed the course. The course provided for this purpose is that prepared by the committee on education of the United Typothetae, and enrollment for this winter's course is now open. Your attention is called to the report of our secretary covering this particular activity. In this connection I wish to express the appreciation of this association for the high service rendered as instructors by Mr. O. E. Dallas of the Blakely-Oswald Co., and Mr. J. E. Richardson of W. P. Dunn & Co. Seldom has any organization received more loyal service than that rendered by these gentlemen during the past two years.

The Franklin-Typothetae of Chicago was significantly honored by the appointment of T. E. Donnelley of R. R. Donnelley & Sons, members, to the head of the Pulp and Paper Division of the War Industry Board at Washington. There is no question of his fitness, and he is devoting himself to the

duties of the position with that loyalty so characteristic of the man.

This organization was also honored at the annual convention of the national body in Cincinnati September 25th by the election of Arthur E. Southworth of Monroe & Southworth, one of our members, to the office of president. Mr. Southworth, during the past year, as vice-president and chairman of the executive council of the United Typothetae, set a pace for himself as president which, if he maintains, will undoubtedly result in achievements for the benefit of the industry generally over the country never before attained, and in this he has, I know, the best wishes of his fellows in this association and assurance of their hearty support and co-operation.

During the past year death removed some of those members whose names were identified with the industry for many years as successful and progressive printers, namely, Wm. A. Amberg and Daniel R. Cameron of Cameron-Amberg & Co., and Geo. A. Poole, one of the founders of Poole Bros. To these should be added F. M. Leyda, for years conducting a west side establishment, and W. F. Maloney of Stevens-Maloney, who passed away a few days ago. Each left behind as an inheritance a record which should be an inspiration to all.

Two figures familiar to us and who were connected with the industry through the supply channels departed this life during the year. I refer to the death of Geo. E. Lincoln, Chicago manager of the Mergenthaler Linotype Co., who died February 18th, and Harry H. Latham, president of the Latham Machinery Co., who died October 9th. I cannot recall two who so closely resembled each other in their personality, both of them genial and sincere—gentlemen of the old school.

The performance of my duties as president has been a pleasure, due to the co-operation, harmony and good-fellowship which has at all times pervaded the council and all other meetings of the year. To Mr. Brookes, vice-president, Mr. Faithorn, treasurer, and Messrs. Hamm, Boyle, Loth, Singler, Cox, Barnard, Quin and Farwell, fellow members of the executive council, I wish to express my deep appreciation for their loyalty to the duties they assumed as such, and for the valuable assistance given me at all times.

The weekly meetings of the members of the executive council resulted in friendships which I feel will last through life. To the chairmen and members of committees serving during the year, I take this occasion to express also my acknowledgment of their co-operation and support. To those who serve only can come that feeling of satisfaction which can be secured through no other source.

Just a word in conclusion.

Conditions and situations hitherto unknown have been forced upon all industry, and almost each succeeding day has brought its new problems. Are

we to profit in the end? I was unable to attend the monthly meeting in July, but I have read several times the address delivered on that occasion by Mr. Geo. Olmstead, president of the National Paper Trade Association. Those of you who heard Mr. Olmstead will recall that, after analyzing the effect of war on the industrial world, and on the paper and printing industry in particular, and urging the necessity for organization and co-operation, he gave utterance to the following:

"Then we are safe, are we not, in concluding that we are all in the same family, that our interests are one? Well, then, we will all say, 'What are we going to do about it?' First, let me urge that we get our house in order—your house, my house. Let's help to get the other fellow's house in order who may not know as well as we how to go about it. You men who have been giving little concern to association matters and the general betterment and uplift of your industry, get in behind this work; quit this business of saying 'Let George do it,' for, gentlemen, if we do not get our own house in order, some one shortly is apt to do it for us."

Again quoting Mr. Olmstead, further on in his address:

"Do you gentlemen realize what a wonderful opportunity these times present to you to put your industry in a position where it has always belonged, but has never reached?"

These utterances are significant, coming as they do from the head of the National Paper Trade Association.

It took a devastating fire to make this city what it is today. May we not be experiencing now that fire, out of which will rise at last to its proper position, the industry which is truly the Art Preservative of All Arts? He is not now right, who fails to measure up to the requirements of this day, who fails to put his business on the basis made necessary by the times—common sense plus selling prices backed by indisputable cost figures—simply fails in a duty he owes not only to himself and those dependent upon him, but also to the industry of which he is now and expects to remain a component part.

Eternal vigilance should be the watchword. The problems which have confronted us during the year may be but a forerunner of those to follow, and if they come we should be prepared to meet them with confidence and determination, having in view only that fair consideration which the industry is entitled to in common with all others.

Don't Waste Paper

SECRETARY'S ANNUAL REPORT

During this past year the activities of the Franklin-Typothetae of Chicago have, to an unusual degree, been many, varied and complex. The most important of these activities have been or will be presented tonight by other speakers. This report will sketch briefly the general activities of the association which are carried on through the office of the secretary together with some of the special activities which have been carried on in fields outside those covered by other reports.

Necessarily the daily service rendered through the secretary's office is one composed of many details. These will be discussed under: 1. The giving of information. 2. Various meetings, one or more of which are held almost daily. 3. Working with allied organizations. 4. War activities. 5. The problems of employment. 6. Installing cost systems and keeping these systems in operation.



C. L. WOODFIELD, SECRETARY

Information is given from the secretary's office over the 'phone, through mimeograph letters and printed bulletins, and personal interviews. Within the year, the inquiries made over the 'phone cover almost everything connected with the printing industry and its allied trades. There are scores of calls about paper, hundreds of others about all kinds of machinery from wrenches to dynamos, an endless variety on wages, many about firms and printing practices in other cities, some of which are on the other side of the globe. Many of you best know with what a flood of inquiries the secretary's office is deluged from having been in the office and tried to carry on a conversation with the secretary, or Mr. Nelson, or Mr. Kagey, only to have it interrupted again and again by these 'phone inquiries.

The information given through mimeograph letters usually consists of copies of new articles of agreement on wage scales, notices of special meetings, and special information on some particular subject which it is desired to get to each member over night.

During the year several special printed bulletins have been issued in addition to the War Emergency Bulletin, which has been mailed from the office regularly on Saturday during the months of August, September and October.

The number of meetings of the association which either the secretary or the assistant secretary attends runs into hundreds. First, there is the regular monthly meeting of the whole association which, during the past year, has been held every month with exception of the months of December and June. Then there is the weekly meeting of the executive council, the regular monthly meeting of the Typothetae division, the meetings of the Franklin division, which, during this past strenuous year, were at times held daily, the bi-monthly meeting of the Machine Composition Association, the bi-monthly meeting of the Blank Book, Loose Leaf and Rulers division, and scattered among these larger meetings have been the very frequent meetings of the scale committee, the less frequent meetings of the various working committees of the association, such as the trade matters committee, the membership committee, the credit committee, the legislative committee, the entertainment committee, not to mention the many sub- and special committees working under and reporting back to the permanent standing committees.

The records of the proceedings, motions, and actions of each meeting have had to be kept by the secretary or assistant secretary, whichever one attended the meeting, and then, returning to the office, these proceedings had to be dictated to a stenographer and their copy read and corrected before it was finally transferred to permanent records of the association.

A small bit of the energy from the secretary's office was given this past year to helping outlying printing organizations. About a half dozen meetings were held in an effort to organize the smaller printers in the Chicago Avenue district, but the effort was not a success. The time and effort given to co-operate with the Ben Franklin Calumet Club has been well worth while. During this past year the secretary's office secured speakers for three or four meetings of this organization, and the secretary himself has attended about a half dozen of their meetings.

During the year the secretary's office has been the center from which was directed the force which

put through four drives. The first was our Membership Drive, from January 7 to 25, 1918; the second was the Third Liberty Loan, from April 6th to May 4th; the third was the Second Red Cross Drive, from May 20th to May 27th; and the fourth was the Fourth Liberty Loan Drive, from September 28th to October 19th. The total amount of time covered by these four drives is seventy-four days, more than one-fifth of the entire year. On most of these days, in addition to the regular office work of the association, there was prepared and sent out at least one piece of literature per day to each of the more than one thousand printers in Chicago. With the exception of the Third Liberty Loan, when the office force was increased by the addition of Mr. J. L. Putnam from the National City Co., who acted as captain of that drive, and with the exception of the Fourth Liberty Loan, when Mr. Putnam was again captain and also had



ROLAND B. NELSON, ASSISTANT SECRETARY

an extra stenographer, the regular office force took care of all the extra work connected with these drives. The Third Liberty Loan drive sold \$819,500 worth of Liberty Bonds, the Second Red Cross drive collected about \$40,000 for the Red Cross, while the Fourth Liberty Loan drive sold \$2,301,650 worth of bonds. In addition to these war services the association collected \$37 for Smileage Books and collected and forwarded to New York, from

Peace has *not* changed the raw material markets.

Sit tight and don't rock the boat.

MENDELSON BROS. PAPER STOCK COMPANY
CHICAGO, ILLINOIS

where it was sent to Paris, \$169 for the American printer-prisoners in German camps.

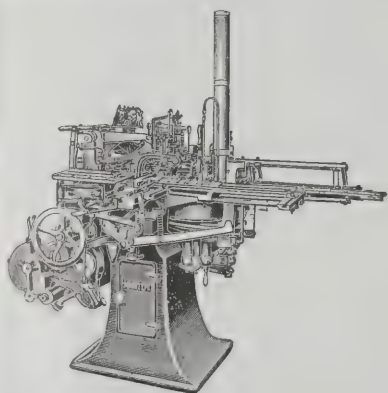
Until the first of last March the association maintained in the office of the secretary an employment bureau. On that date this bureau was transferred to the Employing Printers of America, an employment bureau for printers only. While this specialized bureau was expected to take over all the employment work, yet many men and several firms have continued to come to the office for employment service. This has been especially true of union workmen and the higher grade employees such as foremen, superintendents and salesmen.

One of the activities of the secretary's office, directly under the supervision of the assistant secretary, Mr. Nelson, is that of installing and keeping up cost systems among our members. During the year about twenty-five firms have had cost systems installed. Besides adding this number of new firms to those already having cost systems, several firms whose cost systems have been kept in a desultory way have had their systems checked up and put in a better working condition. This number of cost systems had been much larger but for the fact that Mr. Nelson has had to give much of his time to other lines of work. One of these has been the large amount of secretarial service which he has given to the Franklin division throughout the complicated labor problems with which this division has dealt for months past. During the months of

January, February and March, Mr. Nelson devoted most of his time in assisting firms in making out their income tax schedule. During the months of August and September, he gave considerable time to assisting firms in making out their capital stock tax schedule.

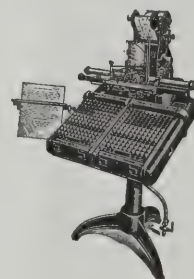
During twenty weeks of this past year the secretary directed the estimating class. This class began with a membership of thirty-one and ended with a membership of twenty-six. The class met one evening per week, usually from 6:30 to 8:30. The instruction was ably given by Mr. J. E. Richardson of W. P. Dunn & Co., and Mr. O. E. Dallas of the Blakely-Oswald Co. These two men have very generously given of their time and thought to this kind of work for the past several years and the printing industry of Chicago is under obligations to them for their self-sacrificing service.

One other matter to which the secretary's office must devote some attention—a matter which is but little known to most members, but which should be known and appreciated by all printers interested in the future welfare of their industry—is that of the Chicago Typothetae School of Printing. This school is maintained by the open shop division and is devoted to the training of boys to become compositors. The expense of the school is several thousand dollars per year and its equipment, instructors, and methods of instruction have to be planned for through the secretary's office.



War Necessity Business Economy Plant Efficiency

THESE THREE



Your man power has been decreased by the call to the colors and you must find the way to do more work with less labor. This is *WAR NECESSITY*.

The Monotype will produce every class of composition with greater efficiency and at less cost than it can be produced by hand or by any other machine. To install Monotypes is *BUSINESS ECONOMY*.

Gives Maximum Profits at Minimum Costs

**LANSTON MONOTYPE
MACHINE COMPANY
PHILADELPHIA**

The Monotype provides all the material needed by the hand compositor, and does it so economically that it costs less than to distribute used material. This eliminates the non-productive time and makes every hour of every compositor a productive hour. This is

PLANT EFFICIENCY.

NEW YORK, World Building
BOSTON, Wentworth Building
CHICAGO, Plymouth Building
TORONTO, Lumsden Building

Monotype Company of California, SAN FRANCISCO, Rialto Building

Among the activities of the year, one which has yielded a high degree of satisfaction has been that of moving from the association's old headquarters in the inconvenient rooms on the third floor to the better lighted, more commodious present headquarters on the eleventh floor of the Monadnock Building.

I have sketched briefly in large outline the leading groups of details which necessarily make up the services rendered through the office of the secretary of this association. But this sketch would be incomplete were no mention made of the human element which daily vivifies these details. The executive force in the secretary's office consists of Mr. J. A. Lyons, secretary of the Trade Composition Association and of the Employing Rulers and Binders Association, Mr. C. I. Kagey, secretary of the Printing Trades Credit Association, Mr. R. B. Nelson, assistant secretary of the association, and the writer. The various activities of the whole organization are so divided among these men that each works freely and confidently in his own field. Whenever the particular work of any one has become excessive, as sometimes inevitably happens, I have always found that each of the other fellows has been willing to pitch in and help out the one whose work is temporarily excessive. For their loyalty in serving the largest interests of the association and for the congeniality with which they rendered this service, I speak these words of warmest praise for my associates in the office.

A word of appreciation is also due the clerical force in the office, upon whom has devolved the responsibility of carrying out to the last minutiae the details of the office work. Mistakes have occurred, sometimes too often, and always disconcerting at the time, but upon the whole the spirit of service has been commendable. When members have received in their morning's mail a copy of some important action or agreement made on the preceding day, perhaps few of them have ever given an instant's thought to the fact that the clerical help in the secretary's office worked overtime on the preceding evening that they might have this bit of information. In the course of a year, these cases of overtime total a good many, yet the girls have given this extra service without extra pay, and, to all outward appearances, have given it gladly.

I conclude this report by saying that, out of the complex activities of the association during my first year as secretary, I have acquired a rich fund of valuable experiences. To the scores of members with whom the activities of the year have brought me some degree of acquaintanceship and particularly to the members of the executive council, with whom I have become best acquainted, I owe a debt of appreciation which these few words but poorly pay. If, out of my year's experience, I were permitted to fashion a single sentence whose fulfillment, it

seems to me, would bring the greatest benefit to all engaged in and directly dependent upon the printing business, this sentence would be:

"A larger number of printers should acquire a more accurate knowledge of what it costs them to do business, and, while they are acquiring this knowledge they should cultivate a closer acquaintanceship with their fellow printers that all may so mutually work together that the business of each may be profitable."

TREASURER'S REPORT

Cash on hand October 1, 1916.....	\$ 483.85
Receipts, year of 1916-1917.....	21,789.23

\$22,273.08

Disbursements, year of 1916-1917.....	21,644.61
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Cash on hand October 1, 1917.....	\$ 628.47
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Cash on hand October 1, 1917.....	\$ 628.47
Receipts, year of 1917-1918.....	32,943.94

\$33,572.41

Disbursements, year of 1917-1918.....	30,823.94
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Cash on hand October 1, 1918...	\$ 2,748.47
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Respectfully submitted,

WALTER FAITHORN

ANNUAL REPORT OF TYPOTHETAE DIVISION CHAIRMAN

I will acknowledge in all frankness that the past year has been a strenuous one. It has been a strain on our peace of mind and a severe strain on the pocketbooks of our members. The demands of labor, caused by an ever increasing shortage of skilled help and a higher cost of living, have been the cause of much anxiety and undoubtedly will be reflected in your balance sheets at the end of the year.

This division has held fifteen meetings this year. The total attendance at these meetings was 190.

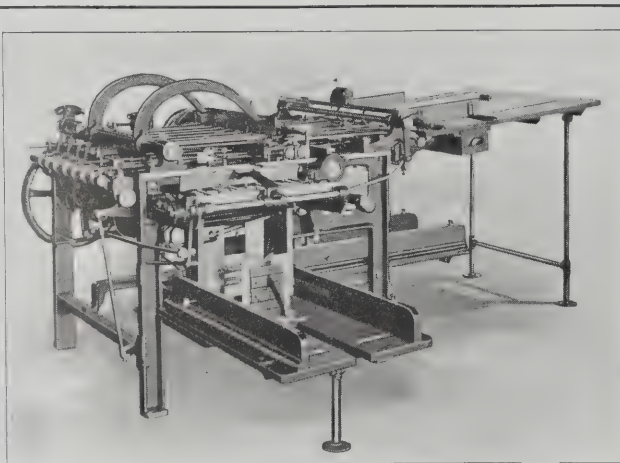
The division opened the year with a membership of twenty-five. During the year fifteen new members have been added, making the total membership now forty. The following are the names of the firms: T. C. McNeill & Co., Mercury Printing Co., Sanders Printing Co., Chas. E. Carlson, Ernest L. Fantus, Wm. H. Wilton, Stewart & Fryer, Paquin Co., Transo Envelope Co., The Pryor Press, Grant's Printery, B. R. Kukowski, Common Sense Novelty Co., Schmalbach & Rieman, Kier Letter Co.

As already stated, the activities of the year have been devoted largely to labor problems. In this connection several different special committees have been appointed to work in connection with the Franklin division on labor problems. One of these consisted of Messrs. F. A. Poole and T. M. Ball,

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CHRISTMAS ENVELOPES
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— BONDS —
STOCK CERTIFICATES
CALENDAR PADS
PICTORIAL BLOTTERS

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42 WEST 61ST STREET
SAMPLES ON REQUEST



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

who worked with a special committee of the Franklin division to secure information for Mr. Mayer to present to the National War Labor Board. A special committee of three members consisting of Messrs. Poole, Ball and Campbell was appointed to co-operate with the scale committee of the Franklin division.

Arrangement was made at the February meeting to have the labor bureau transferred from the association offices to the office of the Employing Printers of America, this to be done under the authority of the parent association. The staff of the Employing Printers of America has co-operated with our members to the fullest extent.

The Typothetae School of Printing has been maintained during the year and is still in operation, although limited in its service because of the impossibility to secure pupils.

Respectfully submitted,
J. A. Singler, Vice-Chairman.

REPORT OF AUDITING COMMITTEE

October 31, 1918.

Mr. J. W. Hastie, President, The Franklin-Typothetae of Chicago, 1146 Monadnock Block, Chicago, Ill.

Dear Sir:

The auditing committee appointed by you have examined the books and records of the Franklin-Typothetae of Chicago and find the assets and liabilities as of September 30, 1918, to be as follows:

Assets

Furniture and fixtures (original value)	\$ 687.42
Chicago Savings Bank	2,748.47
Accounts Receivable (some bad and doubtful acc'ts)	5,498.84
Petty cash	50.00
Printing Trades Credit stock	206.00
	\$9,190.73

Liabilities

Surplus account	\$ 7,384.41
Accounts payable	19.25
United Typothetae of America	5.00
Franklin division	1,782.07
	\$9,190.73

It is the opinion of your committee that approximately \$2,000.00 should be charged off and accounts receivable reduced that amount to take care of bad and doubtful accounts.

All vouchers covering expenditures from October 1, 1917, to September 30, 1918, have been examined and verified, and the balance in bank, \$2,748.47, found to be correct.

Respectfully submitted,
O. A. Koss,
O. E. Dallas,
R. A. Morgan,
Auditing Committee.

FRANKLIN DIVISION, FRANKLIN-TYPOTHETAE OF CHICAGO

The activities of the Franklin division have been confined largely to the adjustment of labor difficulties. During the past year, this division has held ten meetings for the consideration of matters affecting the membership and eight meetings of the scale committee for the consideration of important wage and shop practice complaints, as applied to the different unions employed by us.

The scale committee has held conferences on three different occasions with the officers of Pressmen's Union No. 3 and four with the officers of Typographical Union No. 16. A conference was held with Mr. Berry, international president, during our disturbance with the feeders in June, and later, several conferences with Vice-Presidents Marks and Brophy, regarding the same matter.

During the strike in December, 1917, and June, 1918, the scale committee was in continuous session, while the strike with the feeders was on. On June 12th, the scale committee, after having exhausted its efforts in bringing about normal conditions in the pressfeeders' strike, appeared before the War Labor Board with the officials of Franklin Union and agreed to submit our differences to the War Labor Board.

The members of the scale committee later appeared before the War Labor Board in Washington, on August 14th and 15th, to present our statement in the case of the pressfeeders' strike in June. The award as rendered by that board and transmitted to our membership was not fully satisfactory and the scale committee has filed protest, particularly with reference to the award of \$3.50 per week for junior pressfeeders. We are awaiting the decision of the board with reference to this protest.

I am pleased to state that during the present month, this division has completed the adjustment of a war bonus with the Typographical Union No. 16, Pressmen's Union No. 3, Bookbinders' Union No. 8, Mailers' Union No. 2 and Bindery Women's Union No. 30, new schedules having been mailed to our membership.

It is needless to state that the handling of a situation such as we experienced in May and June last, requires something more than the personal efforts of our officers and committee. To meet the many items of expense attending the handling of the strike and, later, the expense of our committee in appearing before the War Labor Board in Washington, an assessment was placed on the membership of this division amounting to \$5,286.25, of which \$4,684.25 was paid in, leaving a balance of \$602.00 uncollected.

Of the amount collected, there has been disbursed for various items \$3,443.13, leaving a cash balance on hand at this time of \$1,241.12. We still have some large items of expense to be met and it will, therefore, be necessary at an early date to

levy a further assessment when it is determined what amount will be necessary to fully liquidate our indebtedness, incurred in connection with the feeders' strike. We are firm in the belief that when such a levy is finally made, it will have your full sanction and ready response.

I wish to express my appreciation of the full and loyal support received from the members of the scale committee, the officers of our association, and the secretarial force at headquarters. Our conference and scale committee meetings have been faithfully attended by the members of the committee at a great sacrifice on their part, as our meetings have been numerous and have required many hours of conference.

It is my hope that my successor may have the same hearty support of this committee and all members of the association as was accorded me during the past year.

Respectfully submitted,

(Signed) E. F. Hamm, Chairman.

REPORT OF THE TRADE MATTERS COMMITTEE

The trade matters committee has held a number of important meetings during the year. While the subjects considered at these meetings were not all of equal interest to the entire membership, yet at least two subjects have been of such interest.

One of these subjects is that which has been generally known as the Long Price List. The trade matters committee took charge of the March meeting of the entire association for the purpose of presenting this subject and of securing the co-operation of the membership on what it was trying to do. Of the more than eighty members attending that meeting more than sixty pledged themselves to support the plan of the committee that was there submitted.

Copies of the pledge were mailed to members who were not present and enough were signed and returned to make a total of almost 200 firms pledging themselves to support the plan.

The establishment of government supervision over the paper industry, together with the many other restrictions made necessary by the war, rendered it inopportune for the trade matters committee to make any unusual efforts to have the plan put into operation.

A sub-committee of our committee is now looking after this matter, and the prospect is that there will be something tangible to report as soon as the present unsettled conditions have become more normal. As one step which printers themselves should take towards standardizing their own methods of dealing with their customers before they attempt to standardize methods to be formulated by themselves and the paper houses, the trade matters committee offer the following two recommendations:

First. That on all stock furnished by the customer, the printer shall make a charge of 25 cents per ream for handling.

Second. That on all stock furnished by the printer, the printer shall make a handling charge according to the following graduated schedule:

Twenty-five per cent on all stock up to \$30.00 in value.

Twenty per cent on all stock up to \$60.00 in value.

Fifteen per cent on all stock up to \$100.00 in value.

Ten per cent on all stock above \$100.00 in value.

A second thing to which the trade matters committee has given some attention during the year and which is of general importance to all our membership is that of discouraging the installation of private plants among some of Chicago's larger business firms. The committee has endeavored to show the representatives of these firms that a private plant for private purposes only is likely to be unprofitable. Also it has shown that private plants which are run part time on commercial work have been and are a great detriment to the hundreds of Chicago firms whose sole business is that of printing. Since the world is moving forward by the continued application of the principles of the division of labor, it is contrary to progress for a big concern to undertake to maintain its own printing plant when the printing industry is so large and so well organized as it is today.

W. J. Hartman,

Chairman.

REPORT OF THE MACHINE COMPOSITION DIVISION OF THE FRANKLIN- TYPOTHETAE OF CHICAGO

The first matter of importance was an annual meeting, held September 19, 1917, at the Congress Hotel, at which officers for the ensuing year were elected. Guests from fifteen cities attended and interesting subjects pertaining to our industry were discussed.

On January 15, 1918, a committee completed the draft of a new scale of prices to meet the recent rise in the price of labor.

On December 6, 1917, the Trade Composition Association of Chicago was formed and many members of the Machine Composition Club joined the latter organization.

On April 9, 1918, the matter of the amalgamation of the Machine Composition Club with the Trade Composition Association was set on foot.

On September 10th, the amalgamation of the two organizations having been completed, the name of Trade Composition Association of Chicago was adopted, and from this date forward we will sail under that name.

The various members of the organization subscribed their full quota of Liberty Bonds for the

four issues, many of our members having 100 per cent placards in their windows.

During the year speakers addressed the meetings on various subjects. Geo. W. Benson delivered an address on October 16, 1917, explaining how to get the best results from using gas. F. A. Sheeks, representing the Pathoscope Co., made some remarks on October 23rd, in regard to the educational features of his company. J. W. Hastie, the newly elected president of the Franklin-Typothetae, spoke to us October 23rd, stating it was his desire to aid us in every way possible. On October 30th, C. L. Woodfield, the new secretary, spoke briefly. C. B. Tryon of the Omaha Typesetting Co. told us of the progress of the Composition Club in Omaha.

One of the pleasant features to be long remembered was the annual banquet held on February 6, 1918, at the Elks Club. Ninety members and guests enjoyed themselves, entertainment consisting of addresses, music, singing and monologue.

On February 26, 1916, Shadi Ram, from Calcutta, India, was our guest. He told of the peculiar conditions of printing in the Orient.

On March 11, 1918, the club took action on the death of George E. Lincoln, manager of the Mergenthaler Linotype Co. in Chicago. Suitable resolutions were drawn up and engrossed copies ordered sent to the widow and the company.

One matter, I believe, deserves special notice and that is the retirement of Mr. Oswald of the Blakely-Oswald Printing Company, one of the Machine Composition Club's most active members. It is alleged he made enough money to quit the printing business.

Yours fraternally,

Jeremiah M. Cox,

October 31, 1918.

Chairman.

BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

I have the honor to report as follows: During the year ending September 30, 1918, the Blank Book, Loose Leaf and Rulers division has held eleven meetings, with a gross attendance of 147 member firms. Three of these were special meetings, two at the request of the scale committee for the consideration of the wage increases, and one was called by the chairman to consider labor conditions due to the war.

The largest attendance at any meeting was twenty-five firms, and the smallest eight firms. As proof of the healthy condition of this division, we are pleased to report an improvement over the preceding year in regular attendance, since no meeting lacked a quorum.

The good work done in the past and the benefits accruing to the membership were very thoroughly illustrated in one of our recent meetings. This meeting, held for the purpose of considering the changes in the schedule made necessary by the

wage increases, brought out an animated discussion in which all participated. Every member at that meeting knew his costs so well that the committee appointed to revise the ruling scale was so fortified by the facts and figures gained from that meeting, that it was able to revise the schedule and complete this work at one sitting.

Our division has recommended to the executive council a revision and republication of the classified directory of the Franklin-Typothetae which was issued in 1916. This should be enlarged to include new members and new processes, and a copy should be sent to each member of the Franklin-Typothetae.

In this connection and on behalf of those members of our division engaged in vending to the trade, we respectfully submit to the membership at large that patronizing your fellow members means loyalty to your organization and shows a real co-operative spirit.

To the trade members of our divisions we take the liberty of pointing out that it behooves them to show that they possess the spirit of their association by attending the association's monthly meetings and thus cultivating the personal acquaintanceship of their fellow members.

Much credit is due to the members of the scale committee of this division for the articles of agreement entered into on the 5th day of November, 1917, which established the scale of wages for their employees.

We thank the members of this division and the various committees in particular for their support throughout the year, and bespeak this same support for the incoming officers.

Thomas S. Quin, Chairman.

Among the members present were:

American Ptg. Co., H. D. Ward.
 Barnard & Miller, B. E. Lawrence.
 Barnard & Miller, John J. Miller.
 Bazner Press, Wm. F. Bazner.
 Ben Franklin Monthly, P. A. Howard.
 Blakely-Oswald Co., O. E. Dallas.
 Blakely-Oswald Co., Jas. P. Kugler.
 Blakely Ptg. Co., Wm. Eastman.
 Bowman Pub. Co., F. A. Davidson.
 Branham Ptg. Co., Ben. P., Ben P. Branham.
 Burnett & Weinberger, Marion S. Burnett.
 Burnett & Weinberger, S. B. Weinberger.
 Butler Brothers, Edw. W. Draper.
 Cameron, Amberg & Co., John F. Holmes.
 Chicago Typesetting Co., Jeremiah M. Cox.
 Chittenden Co., M. W. Mills.
 Donohue & Co., M. A., J. W. Donohue.
 Dunn Co., W. P., W. P. Dunn.
 Dunn Co., W. P., J. E. Richardson.
 Erickson & Co., Wm. L., A. U. Stagre.
 Faithorn Company, Wm. Faithorn.
 Fantus Co., Ernest L., Ernest L. Fantus.

(Concluded on page 20)

COUNTRY'S INDUSTRIAL LEADERS TO MEET

Plans for assembling at Atlantic City, December 4th, 5th and 6th, all members of the country's more than 300 industrial war service committees for a great war emergency and reconstruction conference were announced today by the War Service Executive Committee of the Chamber of Commerce of the United States.

The meeting will bring together from 2,000 to 3,000 industrial leaders to discuss problems that have arisen with the war. National councilors of the chamber, representing the more than 1,100 commercial and industrial organizations which comprise its membership, will meet at the same time and place.

The main purposes of the conferences will be the determination of practical methods whereby industry may co-operate still more closely with the government through a more centralized scheme of organization. This probably can be accomplished best by the creation of a federation of all the war service committees. Questions of reconstruction, too, will be taken up.

For nearly a year the chamber has been engaged in directing the organization of war service committees in all lines of industry to assist the government in mobilizing most effectively the country's industries for prosecution of the war. It is evident that it is necessary to begin to outline a general program of organizing business for the period of reconstruction.

Single industries, acting individually, can scarcely hope to prepare for reconstruction on the scale that will be necessary and a federation of all the war service committees of all the industries will be of inestimable value in co-operating with those agencies of the government to be created to deal with this subject.

The war service committees represent the most important and best informed body of business men ever associated for a practical and patriotic purpose, and the conference therefore will be one of the most important business gatherings ever held in this country.

Certain common interests and duties that bind together all the war service committees include:

War Industries—To keep efficiency and production at the highest possible point through stable labor conditions and steady flow of materials through plants, thus assuring the utmost aid in carrying out the war program of the government.

Non-War Industries—To keep plant organization and production from falling below the danger line in the face of shortage of materials, labor and transportation.

Jointly—To face squarely and constructively the reconstruction period and to be ready through accurate and exhaustive study to lay before such governmental agencies as may be created to deal

with reconstruction the necessary data bearing on the subject.

Questions foremost at this time in the mind of every business man will be discussed at the conference by the best authorities that can be assembled. Speakers who already have accepted invitations to appear include Secretary of Commerce William C. Redfield, A. C. Bedford, James A. Farrell and Paul Warburg.

The conferences will include general sessions at which questions common to all industries will be taken up, sessions of committees within particular industries at which specific industrial problems will be discussed, meetings of related war service committee groups, and conferences of individual war service committees. National councilors of the Chamber of Commerce also will hold separate sessions.

The main conferences will be held on the Million Dollar Pier.

George L. Berry, president of the International Pressmen's Union, has been appointed major in the ordnance department of the army.

Robert J. Collier, president of the publishing house of P. F. Collier & Sons, and editor of Collier's Weekly, died of heart disease at his home in New York City, November 8th. It was only a few hours after his return from several months' visit to the battle fronts of Europe. He was born in New York City, June 17, 1876. He became head of the firm in 1909, succeeding his father, who also died suddenly of heart disease.

Grover H. Romigh has severed all connection with F. J. Stevens & Co. The company is to be formed into a corporation to be known as the F. J. Stevens Company, Mr. Stevens retaining the controlling interest. The plant has three linotypes and makeup equipment and does book and publication work.

Barnhart Bros. & Spindler's report for the year ended August 31, 1918, shows a gain in net profits of \$3,891 and an increase in surplus of \$55,269, compared with the preceding year. The same dividends were paid, amounting to \$140,000.

The Luck Envelope Company is still busy night and day on government work. It is fortunate in having a full force of employees, though a number of them suffered from the epidemic and were absent for a while.

General business seems to be in good condition, judging by Dun's report. October had a smaller number of failures than any month reported except May, July and August of 1899. For seven months failures in the United States have decreased and for the ten months of this year they are 26 per cent below same period last year, with a falling off of 7 per cent in liabilities.

Graham Patterson of Chicago has purchased the controlling interest in the Christian Herald, which is published in New York.

The American Type Founders Company in the year ended August 31, 1918, earned \$446,271, a gain of \$41,630 over previous year. After paying the regular dividends of \$165,242 on preferred and \$160,000 on common stock there was added to surplus \$41,630, making it \$121,029.

The International Printing and Type Setting Company, Chicago, was incorporated November 5th, by Alex Kohler, E. F. Serviss and M. B. McDonald, with \$2,500 capital.

The Personal History Publishing Company, Chicago, capital \$50,000, was incorporated November 5th, by Herbert Lane, R. W. Dunn and George E. Orr.

Graves Whitmire has been laid up with illness. The Standard Typesetting Company has made rapid progress while he has been representing it.

Secretary R. R. Hardens of the Federal Electrotape Company is in the navy and now his younger brother Fred has gone to Camp Foster, Ga. This leaves President Hardens to carry on alone. The last month's business of the company was the best it ever had and the year has been very satisfactory.

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It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India Tint Made to Order

King Paper Company
Kalamazoo, Mich.

B. F. Chittick is back in Chicago as the representative of the Intertype. The corporation continues to make good sales. The New York World lately added six Model C machines. Five more to the Cincinnati Enquirer brings that paper's total to twenty-six Intertypes. W. B. Burford, Indianapolis, Ind., the state printing plant, now has a complete battery of Model B Intertypes. In the same city Thomas Evans has added another, and the Cornelius Printing Company has made its plant Intertype. The Milwaukee Leader has added two more of them, and the Wisconsin Printing Company has installed two Model C. In Chicago the Sissman Printing Company has put in an Intertype.

It is possible the recent big advance for labor caught some printers on unfinished contracts that had no saving clause. Where these were taken on too close a margin the loss may hurt badly. Whenever it can be done all speculative risk should be eliminated from future contracts. There can be no assurance that the apex has been reached in costs. Even now an advance is foreshadowed in electrotyping of books and catalogues.

Are you securing the real benefits to be derived by membership in the Franklin-Typothetae of Chicago? If you are not a member, *join at once*.

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MONROE STREET, CHICAGO, PAPER HOUSE SHOWS SAMPLE OF PATRIOTIC ENTHUSIASM ON NOVEMBER 7
JIMMY EDWARDS OF BRADNER SMITH & CO. ON THE RUNNING BOARD

Franklin-Typothetae Meeting

(Concluded from page 17)

Federal Ptg. Co., H. R. Lundbald.
 Foster & McDonnell, J. E. Foster.
 Foster & McDonnell, Wm. McDonnell.
 Fredrickson & Co., A. A. Fredrickson.
 Gould & Lang, J. E. Donnelly.
 Homewood Press, E. J. Kearney.
 Johnson & Quin, Wm. Johnson.
 Johnson & Quin, Thomas Quin.
 Kendig & Hitchings, Martin H. Kendig.
 Kenfield-Leach Co., F. B. Cozzens.
 Kennedy Embossing Co., H. Berger.
 Kinney Co., Geo. A., G. A. Kinney.
 Kirchner Ptg. Co., E. W. Kirchner.
 Koch & Co., W. P. Johnston.
 Koss & Co., O. A., O. A. Koss.
 Law & Co., R. O., F. H. Morrison.
 Lithuanian Pub. Co., John P. Pajanskas.
 Marcus & Co., H. E., H. E. Marcus.
 Marshall-Jackson Co., J. Harry Jones.
 Mercantile Adv. Co., J. H. Kilner.
 Mercantile Ptg. Co., R. L. Arey.
 Metropolitan Syndicate Press, P. D. Fenn.
 Metropolitan Syndicate Press, J. W. Herman.
 Metropolitan Syndicate Press, E. B. McCormick.
 Millers Mutual Casualty Co., J. C. Adderly.
 Millers Mutual Casualty Co., W. H. Adderly.
 Morgan & Co., H. R., H. R. Morgan.
 Mortell & Co., P. J. Mortell.
 Owen & Co., C. O., Henry O. Owen.
 Albert Pick & Co., C. W. Kiser.
 Albert Pick & Co., W. H. Schwiederski.
 Post Printing Co., H. L. Hotchkiss.
 Post Printing Co., J. Ritternal.
 Printing Trades Credit Association, C. I. Kagey.
 Printing Trades Credit Association, Charles F. McElroy.
 Regal Press, Geo. C. Cox, Jr.
 Regal Press, Edward M. Rowe.
 Rogers & Co., J. A. Singler.
 Rogers & Hall Co., C. E. Daval.
 Rogers & Hall Co., W. F. Fisher.
 Rogers & Hall Co., Luther C. Rogers.
 Rogers & Hall Co., H. J. Whitcomb.
 Rook Co., James H., Mr. Rook.
 Rubovits, Toby, E. Gotthich.
 Rubovits, Toby, Walter C. Schmidt.
 Rubovits, Toby, Louis S. Schwartz.
 Rubovits, Toby, Toby Rubovits.
 Sears, Roebuck & Co., E. R. Richards.
 Shepard Co., Henry O., Daniel Boyle.
 Shepard Co., Henry O., James Hibben.
 Shepard Co., Henry O., Harry Hillman.
 Shepard Co., Henry O., M. F. Kase.
 Shepard Co., Henry O., G. M. Leathers.
 Slavik Ptg. Co., R. A. Slavik.
 Sleepeck-Helman, M. Hopkins.
 Sleepeck-Helman, William Sleepeck.

Smith-McCarthy Typesetting Co., D. H. Mallalieu.

Standard Typesetting Co., H. I. Wombacher.
 Stromberg, Allen & Co., William R. Goodheart.
 Walden Typesetting Co., Roy H. Shup.
 Walton & Spencer Co., William A. Vorban.
 Weinthrop & Co., A. D., A. D. Weinthrop.
 Western Book Bindery, David A. Galantieri.
 Western Newspaper Union, J. M. Hastie.
 Western Newspaper Union, J. C. Letts.
 Western Newspaper Union, M. H. McMillen.
 Zion Ptg. & Pub. House, T. R. Becker.
 Franklin-Typothetae, C. L. Woodfield.
 Franklin-Typothetae, R. B. Nelson.
 United Typothetae of America, Jos. A. Borden.
 United Typothetae of America, Chas. Estey.
 United Typothetae of America, W. Van Hinkle.
 United Typothetae of America, W. K. Tews.

IN DANGER OF THE ROCKS

The small trade composition plants are reported to be very seriously affected by the large and quick jumps in costs. Some of these never attempted to keep a systematic record of costs and their sailing craft is in constant danger of hidden rocks in the shape of overlooked expenditures or contingencies unprovided for. A pilot needs to know all about the obstructions in his course in order to steer safely by them. He may use the greatest care and yet wreck the vessel on one submerged rock that he is ignorant of. Of course this applies to every printing plant, whatever the size, and conditions are putting all of them to a test that reveals their strength or emphasizes their weakness. The trade composition plant, however, is in a particularly dangerous position, because it may have a sound cost system itself and yet be dealing with printers who are ignorant of costs, making them risky customers. A little while ago the head of a metal house said he didn't care to do business with the printing trade in general, preferring simply to make a personal selection. Some engravers and electrotypers have expressed themselves to the same effect. Evidently there are still too many in the trade who are unsafe, notwithstanding all the missionary work that has been done to get them to use just ordinary common sense. What's the use of having all the trouble and worry of business if you can make more money as a journeyman and invest your savings at good interest?

St. Paul and Minneapolis electrotypers have changed their discount to 10 per cent off standard scale.

The Graphic Electrotpe Company, Minneapolis, has been bought by The American Type Founders Company, but the old name is retained. Mr. Berman, who founded the Graphic Company, has retired from the business.

Hits Down the Base Line

Robert A. Jaeger of F. E. Okie Co., after dodging that popular disease known as the "flu," is back on the job.

Roscoe Burch of Beckwith & Co. and Duwain Powell of Powell & Co., Dowagiac, Mich., were in Chicago for a few days attending the Kelly Press School.

Benj. Link, formerly of New York, is now permanently located in Chicago, and has made all arrangements for the manufacturing of his new invention, "Quick Set." This is a combination compound and is composed of oils and fats. It contains absolutely no powder and, in consequence, the filling up of halftones or powdering on the rollers is eliminated. This should prove a great boon to the printer.

H. C. Lefler of Dunn Ink Works has just returned from a business trip to Buffalo.

W. E. Curry, well known salesman with the American Type Founders Co. for the last ten years, has resigned his position with them to take up his new duties as salesman for the Buckie Printers' Roller Co.

The Carton Manufacturers Association held its convention at French Lick Springs on the 11th and 12th of this month. J. E. Clenny of the Sefton Mfg. Co. is president of this organization, which numbers sixty-two members. "We are progressing very rapidly," said Mr. Clenny. "The interest in this convention means a large attendance."

Local Chicago laundrymen please note: It is rumored among the supply men that there is a fellow who still sends his laundry to St. Louis.

Edw. Furlong has just returned from a business trip to Pittsburg.

Fred Mairson, inventor of the new adjustable roller track for the Gordon press, has been in charge of the pressroom of the G. B. Williams Co. for the last twelve years. He resigned this position to take charge of his own business, the manufacturing of his new invention.

Martin Driscoll, formerly associated with the Buckie Printers Ink Co., has formed a company of his own, to be known as the Martin Driscoll Co., manufacturers of high grade printing inks. They are located at 626 Federal Street.



This thumb print has just been received from Police Commissioner Enright of New York City. From the description and details which accompanied this it would seem that the owner was recently ejected by Uncle Sam from the Printers Crafts Building, New York, and has since been seen on the streets of Chicago.

A. F. (Blue Book) Lewis was missed from his usual haunts during the epidemic. Fearing that he might be a victim of a certain Spanish germ, our Service Department was appealed to to investigate. On inquiry it proved to be nothing more dangerous than the after effects from over-indulgence in his favorite seafood, soft shell crabs.

McCain Brothers Mfg. Co. have moved into larger quarters at 29 South Clinton Street. This move was made necessary by an increased volume of business.

The International Association of Electrotypers will hold its twenty-first annual convention at Cincinnati on November 22nd and 23rd. The program will be found elsewhere in this issue.

Carl E. Roth, who has managed the St. Louis factory of the Buckie Printers' Roller Co. ever since it was established nine years ago, has resigned from that company and has become a large stockholder in the newly incorporated company now known as the John F. Buckie and Son Company. Mr. Roth, as the "company," has assumed complete charge of the business with the title of vice-president and general manager, and will continue the same policy which has proved so successful in St. Louis. Mr. Roth was an active member of the Ben Franklin Club of St. Louis.

Recent purchases of Warnock Diagonal Block and Register Hook equipment:

John Kyle of Crowell Pub. Co. was in Chicago purchasing additional equipment for his plant which includes the above for a two-color Miehle press. Omaha Printing Company, Beacon Press and the Monroe & Southworth Co. of Chicago are among the others.

SARCASM?

Sir: I accompanied husband to the local draft board, and I noticed that his questionnaire was placed with others in a large box labeled "Sun Kissed Lemons." I protest.—Mrs. H. I. R., Chicago Tribune Line-o-Type.

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to the printer, but the printer's
customer as well.

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5. 54 in. Seybold Auto.-clamp Cutter.
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13. ¼ to ⅞ in. Monitor Stitchers.
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SHOPS: 215-23 W. Congress St.

DENVER AND WESTERN NOTES

Frank W. Thompson, vice-president of the Hyde Paper Company of Pueblo, committed suicide at his home at 9:00 o'clock on October 22nd, by shooting himself with a revolver through the head. Despondency over ill health was the cause. The deceased was highly respected by all those with whom he was brought in contact on business.

The Spanish influenza has prevented all meetings of the members of the Denver Typothetae and up to the first of November no conference had taken place with regard to the demands of the various unions for increase wage schedules. The board of health prevented a conference which was scheduled for October 19th. Several print shops in Denver have been seriously handicapped by shortage of help owing to the employees being absent through sickness.

The increased price of printing and paper has caused several Denver publications to suspend. The latest is the Mining American, published by the Union Printing and Publishing Company, which announces its suspension until peace is declared.

Arthur D. Meyer of the printing firm of Alexander & Meyer, who is running for the office of state senator on the democratic ticket, has the endorsement of all printing and allied interests in Denver. Mr. Meyer is secretary of the Denver Democratic Club and should be a winner when the votes are all counted.

The Colorado state commissioner of printing called for bids on a contract for printing the pamphlets, reports and similar classes of work during the coming sitting of the legislature. At present the contract is held by Eames Brothers. Owing to the present statutes, only 6½ cents a pound can be paid as a maximum price for paper. How can the contractor get by with no paper, even newsprint, selling for this sum? Yet several firms bid upon the contract. Owing to the illness of Governor Gunter the bids were not opened on the 25th of October as scheduled, and no information could be obtained by our correspondent as to who bid.

Secretary Henry Allen of the Denver Typothetae recently wrote to the chief purchasing agent of supplies of the Railroad Administration at Washington, suggesting that all printing be placed at a cost plus percentage of profit, thus saving printers considerable time in figuring, and the railroad representative's time in asking for bids. H. B. Spencer, chairman of the central advisory purchasing committee, replies as follows:

"The question of purchasing the supplies required by the railroads upon what is known as the cost plus basis has had the careful consideration of this committee, and it has been decided that it would not be advisable to institute such a policy in procuring the supplies which the railroads need. We believe that more economical results can be obtained in the operation of the railroads by adhering to the usual practice in this respect."

CONSERVATION

It's funny to contrast the way they run the paper trade today with how the business used to be before the war with Germany. Then—merchants tried with all their might, from early morn till late at night, to coax the printers far and near, to buy 10,000,000 tons a year. They'd figure off their pencil point, and get their fingers out of joint, trying to cut the price too low for their competitors to go.

In those old days, as I recall, paper had no place at all among the things that folks should save between the cradle and the grave. 'Twas far too common and too cheap for self-respecting folks to keep.

But those old days have passed away, and paper ranks with wheat today, and sugar, cotton, coal and steel, helping to make the kaiser squeal. And so the paper salesman stands with loaded rifle in his hands to guard the paper warehouse door against the man who asks for more. And any man who dares to waste a single sheet shall die disgraced.

Therefore, I close—If I did not I'd be led out at dawn and shot.—From October Paragraphs.

PRINTING—THE DISTURBER

"Thou hast most traitorously corrupted the youth of the realm in erecting a grammar school; and whereas before our forefathers had no other books but the score and tally, thou hast caused printing to be used, and, contrary to the King, his crown and dignity, thou hast built a paper mill."—Shakespeare.

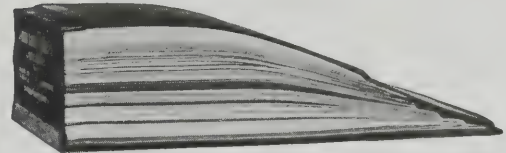


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PARQUETRY COVERS, 6 SHADES
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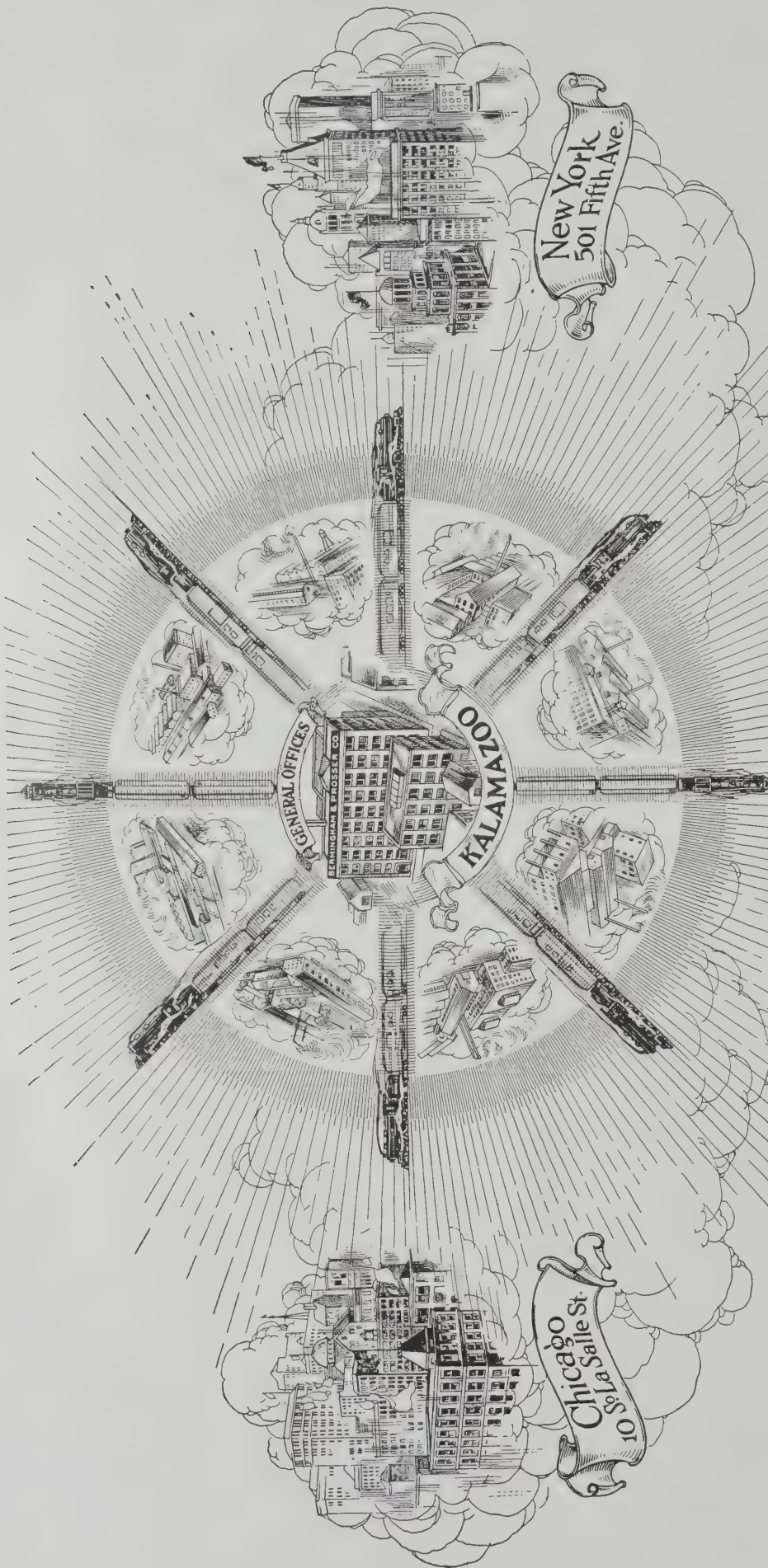
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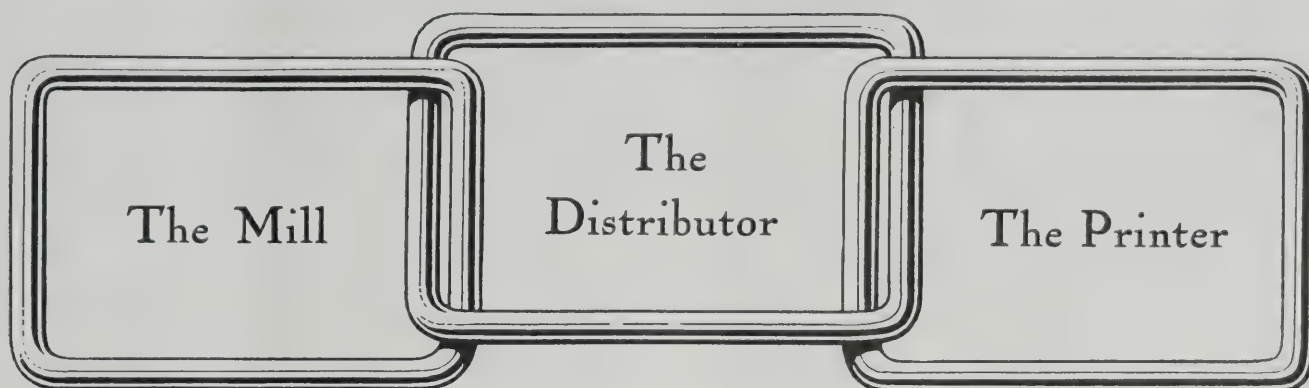
Paper Manufacturers

KALAMAZOO, MICHIGAN

10 So. La Salle St.
CHICAGO

501 Fifth Avenue
NEW YORK

Paper Trade Notes



PAPER MARKET CONDITIONS

The long looked for cessation of hostilities is now behind us. The past week has seen a tendency on the part of the buyers of paper to hesitate.

It reminds one of a person coming along a street and slowing down nearly to a halt looking forward for a signal to go ahead. Mr. Printer says to the paper salesman: "How's the prices of paper going?" The salesman asks the head of his house his opinion. The paper dealer possibly passes the question on to his mill connections.

Right here let us quote from a recent statement by Mr. Grellet Collins of Dill & Collins, whose great paper mill is situated on the Delaware River, near Philadelphia, in the center of manifold manufacturing activities. Mr. Collins says:

"There is every indication that we will have an era of unprecedented demand for manufactured goods of every description." This, according to Mr. Collins, will be a factor in steadying wage rates, and the domestic manufacturers will try to re-establish their trade and offset what we all fear—the invasion of our market by the foreigner whose eyes are already turned in our direction.

It is not likely, according to Mr. Collins, that the American people will long practice the present war economies. Furthermore, he sees a large foreign demand, particularly from South America, Australia and the West and East Indies, which countries do not produce paper.

We think we can safely make the statement that there is not carried in the jobbing trade in the

country a very large tonnage. Some large printers, it is true, have "protected" themselves the past months by fairly large purchases of paper stock, but the consumers as a whole are not overburdened with surplus paper.

From the mills' point of view it can be said that although it is understood some foreign pulp is shortly to be delivered in this country, it will be quickly taken up. Rags, scarce for some time, undoubtedly will remain at their high prices. Paper stock, according to the paper stock trade, is scarce, some large houses being away behind their orders. We can see no great relief in prices from that source.

So it is that looking at the paper situation from all angles it would seem that these conditions, augmented by a larger volume of export business sure to come, would signify a stabilized market for some time to come.

You may say, "What is to become of the immense tonnage the government has been taking?" This to a certain extent will be curtailed but it will be a gradual letting up, and should be easily offset by domestic consumption to be used when the manufacturers such as automobile and all kinds of machinery makers again must stimulate their trade with catalogues, booklets and correspondence of every description.

Don't wait for the signal to come from someone else. Get in the saddle of optimism and confidence and ride into the big year of 1919.

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CHICAGO

OSWEGO MACHINE WORKS HONORS EMPLOYEE

Joseph A. Schickling was pleasantly surprised at Oswego Machine Works recently when he received his service certificate, which is given to all those who have served five years, by having the presentation of his twenty-fifth year certificate made at a full meeting of the shop, the works being shut down for the occasion.

Mr. Schickling enters the second quarter century of his connection with Oswego Machine Works in charge of the pattern department, where he has been engaged, with the same energy and ability and interest as when he first started.

The service certificate that Mr. Schickling received reads as follows:

"This certificate is an acknowledgment of Joseph Schickling's long and honorable connection with Oswego Machine Works, and in a small way an appreciation of faithful service and constant effort to help improve the quality and quantity of its output.

"Oswego Machine Works has not only to be proud of its record in building machines of such high quality that they have passed successfully and repeatedly the rigid specifications of the many governments it has served, but has a still greater reason to be proud of the association of so many individuals of ability and character for so long a time working together for each others' best interest."

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As long as merit continues to be the cause of a prosperous business, the business will keep on expanding in proportion to its ability to handle the volume within its range. The inevitable steady growth also in every way makes it more capable of giving satisfaction where due vigilance is exercised in seeing that customers get the best service at all times.

We desire that those who deal with us shall feel fully assured that they can place complete reliance on our ability and fairness, while our exceptional facilities and experience make a combination that cannot be surpassed. Let us prove it to you.

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PAPER CONSUMPTION IN ENGLAND

Mr. H. A. Vernett, controller of paper of Great Britain, in addressing the London Master Printers Association, recently gave the following interesting figures regarding paper consumption. He said:

"The estimated domestic consumption of paper and cardboard in the United Kingdom of Great Britain and Ireland is as follows:

	1913	1918
	Tons	Approx. Tons
Writing and printing paper . . .	915,000	405,000
Wrapping and packing paper . .	383,000	175,000
Cardboard	309,000	140,000
	1,607,000	720,000

"The above figures are arrived at after adding imports and deducting exports.

	1913	1918
	Tons	Approx. Tons
Total imports	645,000	139,000
Total exports	175,000	46,000

"The 1918 figures are, of course, only a forecast, but are given as correctly as possible. A larger falling off may have been expected, but this year's figures have been materially helped by the large amount of waste paper and rags collected and used as well as straw, reeds and sawdust. The downward trend since 1913 has not been anything like so severe as the proportions set out in the regulations issued by the Royal Commission on Paper from year to year; and the intervening years of 1916 and 1917 had the benefit of the considerable stocks of materials and paper in the country when the restrictions first came into force."—British and Colonial Printer.

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Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

The number following the name of paper designates the dealer carrying same (see list at bottom of page). For full description and prices see dealers' individual catalogues.

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6 BRADNER SMITH & CO.	20 IMPORT PAPER CO.	34 MIDLAND PAPER CO.	48 SWIGART PAPER CO.
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14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E., & CO.

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8 BUTLER, J. W., PAPER CO.	22 KNOX & WOLCOTT PAPER CO.	36 MOSER PAPER CO.	50 WEST VA. P. & P. CO.
10 CHICAGO PAPER CO.	24 LA SALLE PAPER CO.	38 PAPER MILLS CO.	52 WHITE, JAMES, PAPER CO.
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14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E. & CO.

INDUSTRIAL WEST BUYERS' GUIDE

A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

ARTISTS

THE HAWTIN ART STUDIOS
19 South Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCain Bros. Mfg. Co.
29 S. Clinton St., Chicago.
Phone Main 1485.

ENGRAVERS
(Steel and Copper Plate)

HOLMES CO.
161 West Harrison St., Chicago.
Phone Wabash 4980.

ENGRAVERS

JACOB J. LINKER
711 South Dearborn St., Chicago.
Phone Harrison 7454.

ENGRAVERS (Photo)

C. L. GOWELL, Transportation Building
Phone Harrison 1143 CHICAGO, ILL.

GRINDERS
(Printers' Knives)

GEO. HOFBAUER & CO.
501 So. Dearborn St., Chicago. Phone Wabash 6549.

INKS
(Lithographic and Printers)

E. C. KEYSER & CO.
727 South Dearborn St., Chicago.
Phone Harrison 7594.

PAPER

BRADNER SMITH & CO
175 W. Monroe St., Chicago. Phone Main 2060.
CHICAGO PAPER CO.
801 So. Wells St., Chicago. Phone Wabash 801.

PAPER—Continued

DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago. Phone Harrison 395.

MIDLAND PAPER CO.
322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.
208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.
653 So. Wells St., Chicago. Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago. Phone Main 875

PAPER CUTTING MACHINES

OSWEGO MACHINE WORKS
CHICAGO
436 1st National Bank Bldg. Phone Randolph 857

PRINTERS

MID-CITY PRINTING CO.
40 No. Fifth Av., Chicago. Phone Franklin 2507.
"A Thousand to a Million in a Hurry."

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Wants and For Sale

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Six insertions of a four-line advertisement or less for \$5.00; twelve insertions for \$7.50—all prepaid.

WANTED—Second-hand Proof Press.—Address D101, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE AT A SACRIFICE—Twenty Mergenthaler Linotypes, Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice.—Fantus Brothers, 525 South Dearborn Street, Chicago.

FOR SALE—Large Outfit, four Miehles, two Folders, four Linotypes, Composing Room. Large trade, well established. For particulars, see Wanner Machinery Co., 716 South Dearborn Street, Chicago.

FOR SALE—Three complete Printing Outfits with two and three Gordons, type, cutter, etc.—Wanner Machinery Co., 716 S. Dearborn St., Chicago, Ill.

SURPLUS MACHINERY—Two Pony Miehles, four Gordons, Miller Saw with router, Economy Paper Lift, five large No. 7 Singer Sewing Machines, Stitchers, Punch, Embosser, 24x60 Cleveland Folding Machine, four 36-inch Sheridan New Model Auto Clamp Sample or Paper Power Paper Cutters, with tables, large Imposing Stones with letter board, 48x72 Register Table. See at American Sample and Printing Co., 300 South Racine Avenue, between 1:00 and 4:30 p. m.—Wanner Machinery Co., 714-16 South Dearborn Street, Sole Agents.

FOR SALE—46, 56-in. Miehle Presses and 36, 40, 44, 54 Seybold Power Cutters. 22½x24 Gally, 13x19, 14x22 Colt's, 14x22 Laureate (J. Thompson), 8x12, 10x15, 12x18 C. & P. New Series Gordons, Seybold Auto Power Book Trimmer, all in fine condition.—Wanner Machinery Co., 716 S. Dearborn Street, Chicago.

FOR SALE—A printing plant in the middle west. Appraised by Appraisal Company at over \$70,000.00, not including stock on hand. Will sell for \$35,000.00, or \$15,000.00 cash balance any time at 6%. Address, A. T. 100, care Ben Franklin Monthly, 123 W. Madison St.

FOR SALE—One 14½x22 Chandler & Price Gordon Press complete; 40 all-brass Galleys.—Address, Orleans Printing House, 149 Elk Place, New Orleans, La.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet, or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—34-inch Acme Self-Clamping Cutter, in good condition. Bargain, as must dispose of same at once.—G14, care Ben Franklin Monthly, 123 W. Madison St., Chicago.

HAVE several good imposing stones of various sizes for sale cheap.—Address, E5, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—Stamping and Inking Machine; steam head; size, 12x14; a bargain if taken at once.—Address, C125, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

Why Our Business Grows

THE remarkable progress we have made during the past two years is due to the care we exercise in all our dealings to live up to our promises and to keep a standard in both **linotyping** and **monotyping** that will bring repeat orders again and again. Our purpose is to prove to the trade we always treat them right. Confidence thoroughly established and never betrayed builds up a sound, growing business. Let's get better acquainted.

STANDARD TYPESETTING COMPANY

PHONES: Harrison 2156-4630-4777

701-703 South LaSalle Street, CHICAGO

Service Day and Night

In Answering Advertisements Kindly Mention Ben Franklin Monthly.



**The Paper Industry
Cannot Make Anything
Better**

THE highest class printer or lithographer in the trade, or the most exacting advertiser in business, can use Systems Bond with credit, for Systems Bond has honest quality built right into it. All can use it with profit, too, for Systems Bond is astonishingly low priced.

**SYSTEMS
BOND**

It's merely a matter of brains and manufacturing efficiency.

Printers and Lithographers like Systems Bond because it helps create good will between them and their customers.

Systems Bond is also made in linen finish for note and letterhead paper. Sample sheets of all kinds on request.

EASTERN MANUFACTURING COMPANY

GENERAL SALES OFFICE

501 Fifth Avenue
New York City

MILLS

Bangor, Maine
Lincoln, Maine

WESTERN OFFICE:

1223 Conway Bldg.
Chicago, Ill.

A TRIBUTE



Pvt. Joseph J. McDermott, U. S. M. C.

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION
TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1204

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

1023 1/2 East 63rd St., Phone Hyde Park 4321

A60 CH EC 68GOVT

MA WASHINGTON DC 1240P NOV 13 18

HELEN MCDERMOTT

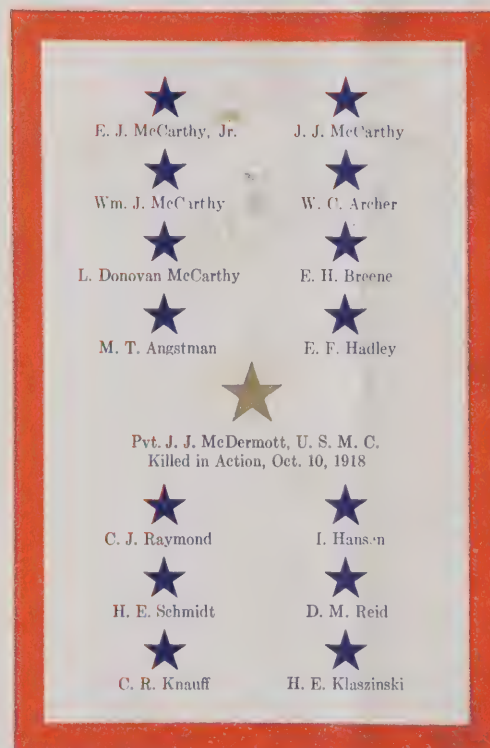
6251 GREENWOOD AVE CHICAGO ILLS

DEEPLY REGRET TO INFORM YOU MESSAGE FROM ABROAD STATES PRIVATE JOSEPH JAMES MCDERMOTT MARINE CORPS WAS KILLED IN ACTION ON OCTOBER TENTH NO PARTICULARS ARE AVAILABLE BUT SEE GENERAL INFORMATION MAILED YOU TODAY ACCEPT MY HEARTFELT SYMPATHY IN YOUR LOSS OF ONE WHO NOBLY GAVE HIS LIFE IN THE SERVICE OF HIS COUNTRY

CHARLES G LONG BRIGADIER GENERAL
1253P

Here is *our* hero and *your* hero, who had the thrilling experience of going over the top with the United States Marines upward of twenty-five times and then paid the Supreme Sacrifice.

Joseph J. McDermott came to us in knee trousers November 1st, 1914 and left us on February 23rd, enlisting in the Marine Corps and was sent overseas within six weeks after his enlistment. He was 21 years of age on June 8, 1918. It is with regret that one who had such a bright future should be taken at this time. Mr. McDermott was of an exceptionally cheerful disposition, and was well liked by all with whom he came in contact. While we are proud of his record we mourn his untimely death. He is survived by an only sister, Miss Helen McDermott.



Smith-McCarthy

MONOTYPE - LINOTYPE - MAKEUP
508 South Dearborn Street - Chicago
Phones Harrison 3864-3865-3866-3867

55.05-
13E

P. A. HOWARD, MANAGING EDITOR. PUBLISHED MONTHLY, \$1.00 A YEAR, 10c THE COPY.



BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

December, 1918

NUMBER THREE

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.



Peace and Prosperity

The world conflict which devastated a large portion of Europe having terminated, we can now look forward to an era of prosperity. The printing industry should be one of the first to feel the boom. Catalogues held up for various reasons are being compiled and will soon be ready for the printer. The Superior is fully equipped to help you share in this prosperity and is at your command for Monotype and Linotype Composition and Makeup of every description

WISHING YOU A MERRY
CHRISTMAS AND A HAPPY
PROSPEROUS NEW YEAR



SUPERIOR
TYPESETTING COMPANY
732 FEDERAL ST. CHICAGO



MODEL 20 DISPLAY LINOTYPE

For Display Composition *direct from the keyboard*. Note short magazines on revolving rack within arm's length of the operator. The Model 20 saves floor space, typesetting, type distribution, and type storage, and investment in type, metal, and storage cabinets.

MODEL 20 LINOTYPE

Puts Display Composition on a Straight-Matter Basis

Strips the composing room for action—a still further Linotype achievement along the vital line of conservation.

With the Model 20, display composition becomes Linotype straight-matter—set direct from the keyboard.

Its timely advantages, and advantages for time to come, justify the prompt attention of newspaper and magazine publishers, and book and job printers.

MORE THAN 37,500 IN USE



THE MACHINE THAT LASTS

Aside from reducing the actual cost of display composition, the Model 20 puts the composing room on practically an All-Slug Basis. Write for particulars.

MERGENTHALER LINOTYPE CO., New York, U.S.A.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

This Advertisement is Composed Entirely of Linotype Material

HELP YOUR CUSTOMERS TO SELL MORE AND MAKE MORE

Every day it becomes harder to attract attention and create interest in any kind of an advertisement because of the many distractions which bid for the interest of the prospect.

FINE ART INDIA TINT COATED BOOK

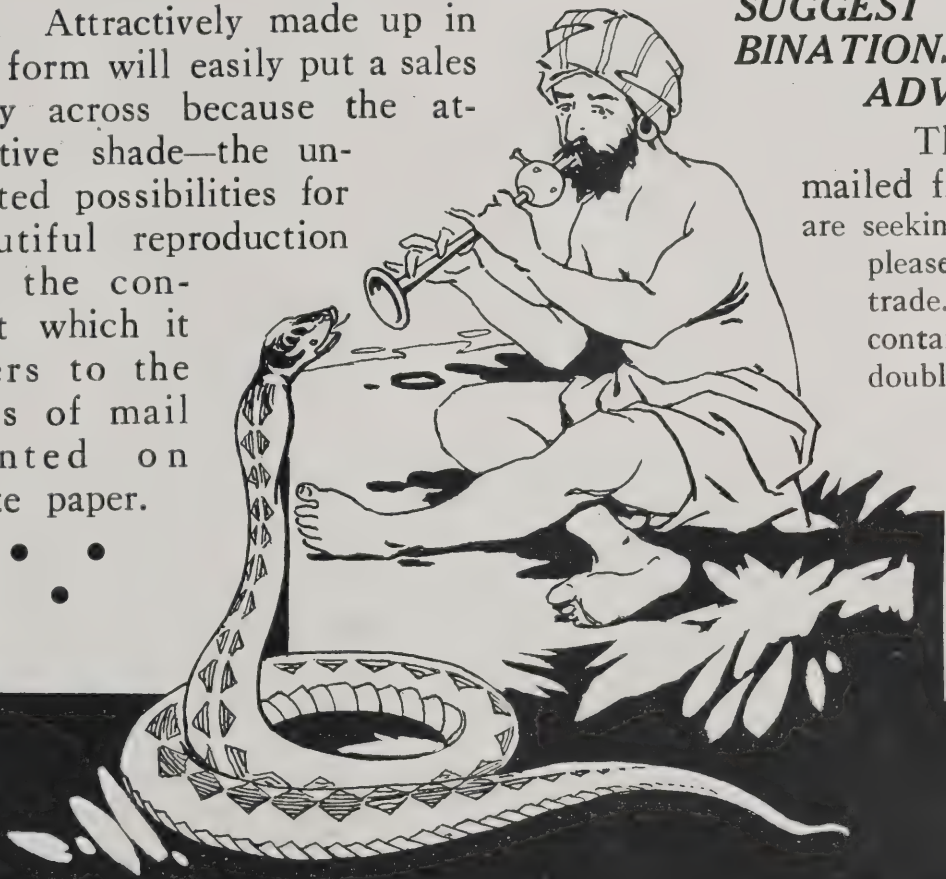
Attractively made up in any form will easily put a sales story across because the attractive shade—the unlimited possibilities for beautiful reproduction and the contrast which it offers to the mass of mail printed on white paper.

If you have not realized the possibilities of Fine Art India Tint you will be interested in the set of demonstrating dummies made to your own specifications or after your ideas.

THE FINE ART SAMPLE BOOKS SUGGEST ARTISTIC COM- BINATIONS FOR DIRECT ADVERTISING

These books will be mailed free to printers who are seeking rich effects that will please customers and draw trade. The Fine Art Books contain beautiful printing in double tone inks, four color process as well as attractive reproductions in black and white. Write now.

● ● ●
CHICAGO PAPER CO.
Chicago, Illinois.



FINE ART INDIA TINT

FOR PROMPT SERVICE

PRINTING MACHINERY

AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling
Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Challenge Mach'y Co. Products
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
Run-Easy Tape Couplers

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE

GLOBE ENGRAVING & CO.

ELECTROTYPE CO.

701-721 S. DEARBORN ST.

CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Catalogs

**Broadsides . Flyers
Folders . Circulars**

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are “squaring away” to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

Seaman Paper Company

208 S. La Salle St., Chicago

New York Philadelphia Buffalo Milwaukee Minneapolis
St. Paul St. Louis Cincinnati



ISSUED THROUGH
U. S. EMPLOYMENT SERVICE

All together—Let's continue production and insure Prosperity.

—U. S. Department of Labor

W. B. Wilson, Secretary

**Make
Yourself
At Home
In Our Home**

FOR 1919

Thirty-five million people live in *The Industrial West*.

Chicago, the largest printing center west of the Alleghanies, is in the heart of this great Industrial territory. There are twenty other large printing centers within the circle.

BEN FRANKLIN MONTHLY

the home paper of the *Printers of The Industrial West*, offers you a concentrated purchasing power in the printing trade that you should take advantage of during 1919.

OUR JANUARY NUMBER

will be the biggest and most interesting issue ever published. Back up your jobbing connections in *The Industrial West* by taking a page in this issue with follow up copy in the other numbers throughout the year.



**Yours To Serve
TRY US**

BEN FRANKLIN MONTHLY is the most effective and economical medium for publicity in the entire Printing Trade in the Industrial West.

In *Chicago* alone our circulation more than doubles that of any other Printing Trade Paper.

We are preparing for *big* things for the year 1919. **Are you with us?**

BEN FRANKLIN MONTHLY

123 West Madison Street
CHICAGO



123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

Vol. XVI

DECEMBER, 1918

No. 3

MERRY CHRISTMAS A HAPPY AND PROSPEROUS NEW YEAR

This month sees the passing of one of the most momentous years in history. We stand now at the threshold of the New Year, 1919—the year of Reconstruction. Our mighty Nation turns from War to Peace. Peace on Earth, Good Will to Men.

W. S. S.

FAIR AND SQUARE

The “Fair and Square” spirit on both sides is the imperative thing. It is this spirit that will pilot us through this Reconstruction Period with the minimum of loss, disturbance and trouble and the maximum of general smooth going.

Our problems of business reconstruction are comparatively easy when we look abroad at the countries that for four years have been bled white and taxed half to death. They have been turned upside down.

Our business life, if animated by the “Fair and Square” spirit, should automatically readjust itself.

We have the groundwork; the materials; the economic demand for products; the men and the equipments; and with a right and efficient spirit of co-operation, of industrial justice, of square dealing between man and man, this great industrial and wealthy country should have mighty little trouble about reconstruction.

Profiteering profits as well as profiteering wages that have had their impetus on account of war conditions cannot expect to continue.

We have been brought closer together socially by the great war, and this should work for a closer co-operation in business life.

W. S. S.

In our big January number we are going over the top. It's the first of 12 big numbers in 1919.

W. S. S.

Service is what counts. Try our service.

W. S. S.

Buy U. S. War Savings Stamps.

NOW IS THE TIME TO ACT

Now is the time for the reconstruction of your ideas and your business. To get the best ideas of what the printing trade in the Industrial West is doing along these lines you must have Ben Franklin Monthly. Eight and a third cents a month (\$1.00 per year) for twelve live, interesting issues during 1919. You cannot secure a better investment for one dollar. Get your subscription in before the advance to \$1.50 on February 1, 1919.

W. S. S.

MAY REDUCE SECOND-CLASS POSTAGE

Printers and publishers are particularly interested in that part of the report of the Senate Finance Committee relating to postal rates. It was voted ten to three by the Committee to repeal zone rates on second-class mail; to repeal three-cent postage and restore the two-cent rate; also to put post cards back to the one-cent rate. Second-class mail is fixed at one cent for the first 200 miles and one and a half cents beyond, based on the flat poundage rate, instead of classifying into advertising and reading matter. There are many items outside of these that will be contested, so that it cannot be safely predicted what the final action will be. Some time is likely to elapse before it is settled. The importance of the press to the welfare of the country demands that it shall be well treated. Publishers who make more than they ought to, if there are any, can be reached by taxation.

W. S. S.

Henry Ford seems to have the right idea: Make a fortune outside the publishing and printing business, then come into it. The Independent's new advertising manager no doubt has already booked a regular advertisement from son Edsel.

W. S. S.

REPEATED FROM OUR NOVEMBER NUMBER BY SPECIAL REQUEST

“He who the printers' art would choose
Must either know his costs or lose.”

—Tacoma Coin Key.

FRANK B. BERRY HONORED

In the field of manufacturers for printers, there is no one man who possesses so large a measure of popularity as Franklin Belknap Berry, manager of the Typographic Department of the American Type Founders Co.

In recognition of his long and valuable services, Mr. Berry was recently elected a vice-president of the company.

Franklin Belknap Berry was born in Akron, Ohio, March 23, 1853. He learned to print in Pittsfield, New Hampshire, in the plant of the Suncook Valley Times. In 1876 he started a weekly paper,



FRANKLIN BELKNAP BERRY

the Waltham (Mass.) Weekly Record, which the Walthamites did not live up to; so he turned westward, pausing for a year or so in Greenfield, Massachusetts, improving the strictly handset typography of the Franklin County Times. Reaching his birthplace again in 1878, the Akron Daily Beacon won out in the competition for Mr. Berry's services, and it still flourishes—the oldest paper in Akron, established as a weekly in 1839.

In 1881, Mr. Berry became secretary of the Cleveland Type Foundry, which quite soon put forth a succession of novel typefaces (including one in Chinese and one in Japanese), most of them leaders in the efficient style then prevalent. The Printing Art recently reprinted a specimen of typographic art of the period of the Eighties, done by Mr. Berry, in which a frog on a bicycle soars serenely over the tops of a jungle of palm trees, while a rowboat plies in the cloudless ether of the upper right-hand corner. It was a period of rebound from old-fashioned "typey" types, and the spring was so high that the guilty parties, type-founders and printers, landed on the safe and sound plane of the better fashions of the last two decades. Those days

of "slobs, curlicues and blurbs" were typography's most joyous period, but the reductio ad absurdum was administered by F. B. Berry's "Mikado" series. It was the limit; then came De Vinne, Jenson Old Style and sanity.

The Cleveland Type Foundry was quite successful. Its principal proprietor made a fortune, and sold the type foundry to the American Type Founders Company in 1892. Mr. Berry remained as manager in Cleveland until 1898, when he was promoted to the Cincinnati house. In 1901 he was again promoted taking the position of manager of the Typographic Department in the central plant in Jersey City, and eight years later was elected a director of the company.

He will continue his work as manager of the Typographic Department.

JOHN MARDER IN HIS 84TH YEAR

John Marder, so long prominent in Chicago as a typefounder, died at his home in Palisades, N. Y., November 22nd. He was born in Akron, Ohio, in 1835. During his residence in Chicago he was a member of Union Park Congregational Church and served one term in the Chicago City Council as Alderman. A widow, three sons—John W., Walter S. and Clarence C.—and two daughters survive.

Before the organization of the American Type Founders Company, in which he took an active part, he was head of the firm of Marder Luse & Co. Carl Mueller of this firm originated the point system. Until this was adopted, each foundry chose its own size for body, and the result was that even where fonts were kept separate, spaces and quads from different foundries would get mixed, making lock-up a difficult task. That was the time of the old wooden quoins and a "dutchman" had frequently to be resorted to in the effort to make forms lift.

After the American Type Founders Company came into existence in 1892, Mr. Marder served as manager for several years, retiring in 1908. The combination brought together foundries that had strong partisans among the printers and made possible much better service, by ultimately doing away with the exasperating waiting for sorts from the East when fonts ran short. What a host of type faces is included in the record of the various foundries comprised in the company. It speaks well for the management that it has so successfully met the introduction of typesetting and typecasting machines and continues today as needed to bring out fine new faces.

"Change is a law of Nature," and, like an old font that has served its purpose, John Marder's body is finally cast aside after long and faithful service. Following funeral services in Palisades, his body was brought to Chicago and buried in Rosehill cemetery.

ERNEST M. OSWALT GOES TO ORIENT

The efficient business manager of Mooseheart Press especially honored; given important post on New International Magazine.

Dean Walter Williams of the University of Missouri School of Journalism, is now in the Orient on a mission for the United States Government.

While in Tokio Dean Williams will direct the editorial organization and establishment of the Trans-Pacific, a new monthly international magazine of finance and economics, of which B. W. Fleisher of the Japan Advertiser is proprietor. The magazine has the indorsement and support of Secretary of State Lansing, Secretary of Commerce Redfield, and other members of President Wilson's



ERNEST M. OSWALT

Cabinet; J. P. Morgan, Judge E. H. Gary, Jacob H. Schiff and other leaders of American Commerce, as well as the leading statesmen and financiers of Japan and China.

This new magazine is expected to be of significant value in the days of reconstruction through promotion of acquaintanceship and better business relations between the United States and the other countries bordering on the Pacific ocean.

Late in November Ernest M. Oswalt, the hustling and efficient manager of the Printing and Publishing Departments of the Mooseheart Press, Mooseheart, Ill., received a cablegram from Dean Williams offering him the important position of managership of the mechanical production of this new publication. With these duties, Mr. Williams wanted Mr. Oswalt to supervise the mailing systems as well as the advertising.

Mr. Oswalt, after consulting the directors of the Loyal Order of Moose, cabled his acceptance of the position for a period of four or five months. This was only made possible by the directors giving Mr. Oswalt a leave of absence to assist in establishing this paper which from an International point of

view, will be of the utmost importance in the coming months of reconstruction among the nations of the world.

Just prior to going to Japan, Dean Williams paid a visit to the Mooseheart institutions and it is a distinct compliment to and a recognition of Mr. Oswalt's ability that he has picked him for the important post on the Trans-Pacific Magazine.

Mr. Oswalt's knowledge of the printing business and the great success he has achieved in the magazine world speak volumes for his keen business ability along these lines.

He has for four years been general manager of the Mooseheart Press and for some time prior to that he was associated in the work of building up this end of the organization of the Loyal Order of Moose. The Mooseheart Press has a specially built printing building, with latest equipment, and steel construction throughout. This building alone cost about \$75,000.

Mr. Oswalt sails early in January with his wife, and before he returns expects to go to China, Siberia, also Manila.

FROM OVER THERE

The Ben Franklin Monthly, the chief "costing" paper of America, well produced and well edited, has been transferred by Mr. W. J. Hartman, its owner and editor, to the Ben Franklin Publishing Co., of which Mr. P. A. Howard is the president and managing editor. In his farewell address to his readers Mr. Hartman says: "In June, 1907, began the publication of the Ben Franklin Monthly, succeeding a small local publication under the name of Drop of Ink. It was for some time the official organ of the Ben Franklin Club of Chicago. Its aim and object have been from the start the uplift of the master printer, to help put the printing business on a business basis, and it was largely instrumental in bringing the cost propaganda to the front, and mainly through its efforts the first Printers' Congress was brought about. It has endeavored at all times to help in every way to arrive at a solution of the printers' shortcomings." Mr. Howard, in a splendidly-produced and much enlarged first number, says that the best way to eradicate price cutting and other trade evils is to become better acquainted with each other. Ben Franklin Monthly will endeavor to do its share in performing this mission.

ED. NOTE—The above is from a recent issue of The Printers Register of London, England, one of its oldest and most well known printers' journals.

You may believe your overhead is less than in other plants and yet be fooled. Belief isn't knowledge.

Ben Franklin Monthly now \$1.00 per year—\$1.50 after February 1st.

NORTHERN BANK NOTE CO. SENDS XMAS GREETINGS TO EMPLOYEES IN SERVICE

The Northern Bank Note Company has found a unique and distinctive method of taking its annual Christmas celebration to its employes in the Service, in the form of a beautifully gotten up booklet, bound in morocco, and bright with holly and Xmas greens on every page.

Each book is individual to the particular man to whom it is sent, and consists of personal letters from his fellow-employes, pictures of his own department, of the plant as a whole, a group picture of the entire organization, a page of autographs, and a general word of appreciation and good-fellowship from the officers.

The entire effort has been to make the men feel that they still have a business home, and that they are still warmly remembered there.

FREIGHT RATE INCREASE ABANDONED

Whitaker Paper Co.'s Testimony at Hearing Entirely Successful.

Printers and all consumers of paper south of the Ohio River will be glad to learn that the contemplated increase of freight rates averaging 35% above the present rate, has been abandoned.

The Interstate Commerce Commission held a series of hearings in many cities at which shippers of all commodities to be affected were given opportunity to appear either in person or by attorney.

When it became apparent that no organized provision had been made by either the paper or printing associations for a protest at the final hearing, the Whitaker Paper Co. delegated their Mr. Groom to appear before the examiner at Cincinnati.

Mr. Groom's testimony convinced the officials of the Commerce Commission of the injustice of the proposed ratings and they were abandoned without recourse to appeal to Washington.

U. S. Examiner Disque stated that the increases averaging 35% would all have become effective January 1st, had it not been for the thorough and convincing character of the arguments presented by Mr. Groom of the Whitaker Paper Co.

PROVIDING FOR DISABLED PRESSMEN

The International Printing Pressmen and Assistants Union a short time ago acquired 1,000 acres of land near Rogersville, Tenn., where the pressmen's home is located. This was done at the suggestion of President Berry, with the intention to use the land to rehabilitate disabled soldiers who were former pressmen. Situated in the Tennessee timber belt, practically all the lumber used in the buildings has been cut from the acres on which the home is located. Included in the equipment is an up-to-date blacksmith shop, a sawmill, a woodworking plant and complete facilities for canning and stock raising. It is hoped to make the institution self-supporting.

DENVER LABOR DISPUTES ENDED

All disputes between the employing printers and their pressmen's unions were happily settled on November 13th, and after a lull of nine days' non-production the presses began to grind out once more the printed word which is so necessary for turning the wheels of business.

Two conferences between the committee of the Denver Typothetae and W. H. Young, the representative of the International Pressmen's Union, were held and at the second the war bonuses as originally offered to the men by the employers were accepted by the strikers who agreed to at once return to work.

The bonuses which are in addition to the present scales as called for in the three year agreements will run until January 1st, 1920. The cylinder feeders and the platen pressmen will get a bonus of \$4.00 a week and the cylinder pressmen one of \$3.00 a week. Members of the Typographical and Bindery-men's unions will receive bonuses of \$3.00 a week.

As soon as an amicable agreement was reached Secretary Henry Allen of the Denver Typothetae wired to the War Labor Board acquainting them with the fact and thanking them for their promised help to settle the differences. A wire from them earlier in the day was received stating that they would take the matter up at their earliest convenience.

President G. L. Berry of the International of the men also wired the employers that he had instructed Vice-President Brophy of Milwaukee to come and take charge of the situation, but he had not put in an appearance when the settlement was arrived at and the offer of the employing printers accepted.

The strike has inconvenienced a lot of the buyers of printing and a good deal of essential work such as printing for the U. S. Railroad Administration, the Food Administration, the Red Cross and other semi-public work has been delayed, but the troubles are over and the printing press which is the life blood of the civilized world is once more restored to normal conditions and doing its duty.

The scales now in force in Denver are:—

	SCALE	BONUS
Compositors.....	\$28.50	\$3.00
Cylinder Pressmen.....	28.50	3.00
Bindery Men.....	26.50	3.00
Platen Pressmen.....	20 to 26*	4.00
Cylinder Feeders.....	19.00	4.00
Bindery Women.....	15.00	

*According to number of presses operated.

The bonuses are in addition to the above scales. The employers throughout the controversy were generous in their disposition to the men but were firm in insisting that the terms of their original contracts should be adhered to.

It has rightly been said that the average printer is never so happy as when he is posing as a critic.

COSTS GREATER THAN FIGURED

Printers have been charged with advancing prices in greater proportion than warranted by increased costs. Higher wages was cited as proof of the contention. It was such a simple matter for buyers to figure out the percentage of additional cost and then fix the extra charge necessary. A serious error was made in the calculations, however. The decrease of efficiency through the employment of less skilled help, the difficulty of getting labor at any price and the large amount of overtime at high cost and diminished efficiency through consequent weariness—all these exceedingly important factors were either unknown or thought little of by the critics. Study each of these items and there may come a realization of what printers have had to contend with. One large printing plant—and it is unlikely it was the only one—had to let machines and equipment stand idle and send part of its work to others because it was unable to get the men it needed. At the same time it worked both its day force and its night force all the overtime they could stand. The printer who had the least number of his men drawn away was most fortunate, but it is doubtful if many were able to keep their cost down to the basis on which complaint was grounded. The cost sheets should be convincing evidence on this point and again prove their value. The guessing printer very likely put another nail or two in his business coffin, getting caught asleep as usual; the costs that don't show don't exist for him.

It might surprise the owners of some of the lesser printing plants to learn what a small percentage of overhead a large plant may show. The amount of idle time has a great bearing on it, however. It cuts in heavily to have a lot of machines and presses out of use.

PUBLICATION WORK OF THE
DEPARTMENT OF COMMERCE

The Department of Commerce issued during the past fiscal year 1,141 daily, weekly, monthly, quarterly, annual, and special reports, the printing of which cost \$300,000. These publications contained a total of 42,644 printed pages, and there were printed of them a total of 4,804,180 copies.

The free distribution of many of these publications is limited to well-defined public classes. This policy has resulted in a reduction of wasteful distribution. A statement issued by the Commerce Department shows that the Superintendent of Documents received \$32,993.59 during the year from the sales of copies of its publications. In addition to the sales by the Superintendent of Documents, the Coast and Geodetic Survey received during the year \$20,194.19 for copies of Coast Pilots, Tide Tables and Charts.

For action—use our Want and Offer columns.



FORE!

We're "all set" for a long drive through 1919.

**Our course,
The Industrial West.**

We "tee off" with our January Number.

It will give us high, firm footing for a perfect "get-away."

No slicing; clear of the rough and bushes, straight-away down the course.

We're full o' pep.

Bogey or better every number.

Sure, come on!

There are three of us:

READERS

NEWS

VIEWS

And with your adv. as the fourth,

We'll have the winning foresome on our course,

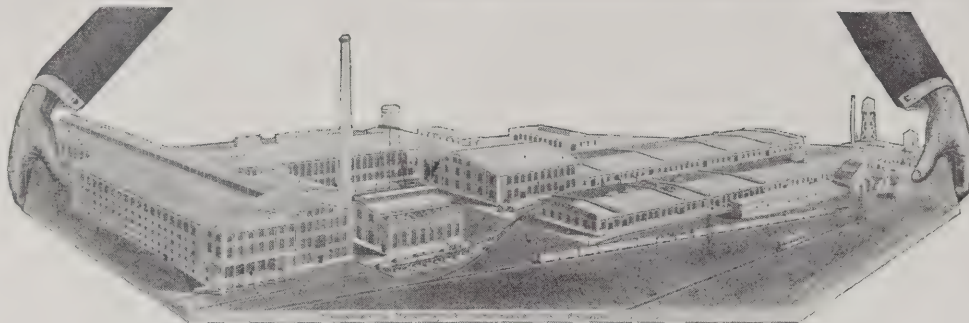
The Industrial West.

Come along and join us!

BEN FRANKLIN MONTHLY

123 West Madison Street

CHICAGO



"AT YOUR SERVICE"

Bond that contains no "broke"—

This certainly is GREAT bond for the money!—is the first thought of the printer when he handle a sheet of

K V P Bond

And then he wonders: will it be as good as this a year or more from now? Absolutely! Every sheet is made from all new stock—assembled on a laboratory basis—and we don't put back into the beaters even the "broke" of the bond itself. NOT A SINGLE ELEMENT enters that might vary the excellent quality of the sheet. It's white. It drags like a stone-boat when you tear it. Has executive office feel, crackle and appearance—but you can buy it at "office boy" price. Be sure your paper dealer submits samples to you.

Manufactured by

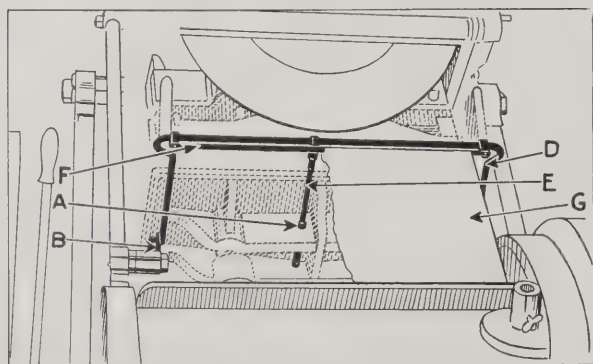
KALAMAZOO VEGETABLE PARCHMENT COMPANY, KALAMAZOO, MICHIGAN

A permanent product of the world's cleanest paper mill

You Can Not Afford Accidents when you can get perpetual safety for a Ten Dollar Bill

Accidents Boost Insurance Rates—SAFETY GUARDS Reduce Them

THE T-B SAFETY GUARD
Patent No. 1268552. Serial No. 863311.



The T-B IS THE ONLY Safety Guard on the market (for C & P presses) that CAN NOT get out of order or fail to operate. It has no springs, slides, cams, levers, or screws, to loosen, become weak or break.

It IS THE ONLY guard that protects the Feeder at three vital points: at the impression, in front of delivery board and under delivery board—the canvas apron is one of its best features.

Any "Safety" device that can get out of order is a menace, because the operator learns to depend on it and it may fail to work at a critical moment, thereby causing an accident instead of preventing one.

It is approved and endorsed by mechanical experts and State Authorities as being the simplest and most positive in action.

Why not get the best and be sure, when that best is sold at the lowest price (ten dollars, any size) and so different that there is NO CHANCE of patent litigations.

It can be installed by anyone that can drill one hole, and thereafter is a perpetual fixture—does not even have to be oiled.

THE PERFECT (metal) CUTTING STICK

The logical solution of the cutting problem—Mechanically correct. In successful operation over five years.



Saves 50% stick bills—Saves 20% grinding bills—Saves 20% knife wear—Saves oodles of time—Saves lots of Strawboard—Cuts bottom sheet clean. Made for machines with a 3/4-in. cutting slot—can be fitted to machines with larger slots. Send for interesting literature, testimonials and trial proposition—give name of cutting machine and length of stick.

SAVE HALF Lock-up and register time and 8 to 15% composing-room time with the use of Morgans & Wilcox iron furniture and Locking System. I want to tell you a lot about this wonderful composing-room help—write me for booklet.

Morgan Expansion Roller Trucks and Rubbers—Acme Vibrators—Burch Perforators
Watch for announcement of T-B Feeding Guides and Gripper Fingers

30 Euclid Arcade — GENE TURNER — Cleveland, Ohio

J. W. HASTIE, President
MORTON S. BROOKES, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

At this time in the history of the world, when the Christmas greetings and good wishes for the coming year carry with them the true spirit of Good Will to men, I desire, as president of the Franklin-Typothetae of Chicago, to wish you these greetings and everything they imply, and a full share of the prosperity which this glorious country of ours so well merits.

John W. Hastie, President

The work of the Printing Trades Credit Association for November shows results for the following members:

Collected Without Suit:	\$298.55.
Collected With Suit:	
Magill-Weinsheimer	\$245.44
James H. Rook Company	30.00
C. H. Morgan Company	100.00
Barnard & Miller	94.45
	\$469.99

Judgments Secured:

S-K-H Typesetting Co. vs. Sam DuVries...	\$ 34.50
Magill-Weinsheimer Co. vs. Kelly Controller Co.	358.50
Magill-Weinsheimer Co. vs. C. J. Golden...	69.95

W. S. S.

The printer who hasn't a cost system, yet is positive his overhead charges are less than others, hasn't any real proof. He is very apt to forget important items that are a constant drain on his resources.

W. S. S.

On the following pages you will find interesting annual reports of the Credit, Cost, Membership and Entertainment committees of the Franklin-Typothetae of Chicago.

OFFICERS AND STANDING COMMITTEES OF THE FRANKLIN-TYPOTHETAE OF CHICAGO

Officers

J. W. HASTIE, President
J. A. SINGLER, Vice-President
W. E. FAITHORN, Treasurer

Executive Council—Daniel Boyle, S. B. Weinberger, H. W. Campbell, Ben. P. Branham, E. J. McCarthy, S. T. Jacobs, W. P. Johnston, P. J. Mortell.

Franklin Division—Daniel Boyle, Chairman; S. B. Weinberger, Vice-Chairman.

Typothetae Division—H. W. Campbell, Chairman; Ben. P. Branham, Vice-Chairman.

Trade Composition Association—E. J. McCarthy, Chairman; S. T. Jacobs, Vice-Chairman.

Blank Book, Loose Leaf, Rulers, and Edition Binders—W. P. Johnston, Chairman; P. J. Mortell, Vice-Chairman.

STANDING COMMITTEES

Trade Matters—W. J. Hartman, Chairman; O. A. Koss, Vice-Chairman; H. A. Barry, F. B. Cozzens, Wm. Eastman, Thos. H. Faulkner, John J. Holmes, Arthur J. Lloyd, Edwin Lennox, John J. Miller, James H. Rook, Jas. H. Walden.

Membership—E. E. Laxman, Chairman; E. W. Kirchner, Vice-Chairman; D. H. Dryburgh, J. L. Strauss, Harlo Grant, H. H. Rosenberg, J. L. Schmitz, John J. Smith, W. F. Barnard, F. J. Hagen, F. A. Knipschild, W. R. Saul.

Credit—Jas. S. Arcus, Chairman; J. C. Kirchner, Vice-Chairman; Morton S. Brookes, M. H. Kendig, Wm. F. Bazner.

Cost—J. Harry Jones, Chairman; P. L. Tallman, Vice-Chairman; N. M. Johnson, D. H. Mallalieu, R. J. Kane, J. W. Hutchinson, R. A. Morgan, R. W. Smith, R. B. Barton, Geo. A. Kinney.

Legislation—James Hibben, Chairman; T. E. Donnelley, Vice-Chairman; H. W. Campbell, Cecil Emery, Harry Hillman, W. H. Gifford, W. F. Whitman, W. P. Dunn, H. C. Rogers.

Entertainment—William Sleepeck, Chairman; L. Wessel, Jr., Vice-Chairman; Chas. H. Kern, M. Kallis, Jas. T. Igoe, H. L. Ruggles, H. A. M. Staley.

Publicity and Education—Toby Rubovits, Chairman; E. F. Hamm, Vice-Chairman; O. E. Dallas, F. A. Poole, T. S. Quinn.

The *TRUTH* from Boston: Monotype *BEST* by Test

There are twice as many Monotypes in use in the book and job printing plants of Boston as the combined totals of all other composing machines. Naturally, the best and most economical composing machine—the one giving the best results in quantity and quality—will be found in the larger number in America's great book printing center.

	Casters	Keyboards
Wright & Potter Printing Co.	16	16
Advent Publishing Society.....	2	2
Boston American.....	4	3
Buck Printing Co.....	1	1
Congregational Pub. Society.....	2	2
Louis E. Crosscup Co.....	1	1
Educational Publishing Co.....	2	2
P. H. Foster & Co.....	2	2
F. H. Gilson Co.....	4	6
Boston Globe.....	3	2
Riverdale Press.....	3	3
Hooper Printing Co.....	2	1
Monotype Composition Co.....	5	6
H. O. Houghton Co.....	5	8
Ambrose Bros.....	2	2
Edward W. Wheeler.....	3	3
Poole Printing Co.....	2	3
Puritan Linotype Co.....	1	1
Atlantic Printing Co.....	5	4
Boston Record.....	1	0
Herman Schulz & Co.....	1	2
The Spartan Press.....	2	2
Taylor Press.....	2	2
Universalist Publishing Co.....	1	1
J. S. Cushing Co.....	11	12
Sampson & Murdock Co.....	5	6
City of Boston.....	9	15
Angel Guardian Press.....	2	2
Boston Herald.....	3	2
Central Printing Co.....	1	1
George E. Crosby Co.....	1	1
George H. Ellis Co.....	3	3
Everitt Print.....	1	1
Brown-Howland Co.....	1	1
Boston News Bureau.....	5	4
Griffith-Stillings Press.....	4	4
John Hancock Life Ins. Co.....	1	1
Harvard University Press.....	3	4
Arthur T. Howard.....	2	1
John D. O'Connor.....	3	2
Murray Printing Co.....	7	5
University Press.....	5	7
Pinkham Press.....	3	3
Boston Post.....	7	3
Rand-Avery Supply Co.....	4	3
Chapple Publishing Co.....	4	4
Nathan Sawyer & Son.....	2	2
Seaver-Howland Press.....	2	2
Star Printing Co.....	1	1
Tudor Press.....	2	2
Samuel Usher.....	3	6
Plimpton Press.....	7	9

Of these 173 casters and 182 keyboards in the city of Boston, 104 casters and 108 keyboards were sold on repeat orders.

Lanston Monotype Machine Company Philadelphia

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building

Monotype Company of California, SAN FRANCISCO

ANNUAL REPORTS OF FRANKLIN- TYPOTHETAE OF CHICAGO

Mr. President and Members of the Franklin-Typothetae:

The accomplishment of your Membership Committee in the past year, may be told in a few words. With the approval of your Executive Council, this Committee planned and carried out a membership drive, during the month of January, which culminated in the Goodfellowship Banquet held at the Hotel La Salle, January 29th, at which time seventy-seven new members were reported. Since then twenty-eight additional members have been brought into the Organization, making a total of one hundred and five new members obtained during the year. We have had eleven resignations and suspensions which makes our net gain for the year ninety-four members, bringing our total membership at this time to three hundred and forty-one. Our total net added, annual dues are \$6,483.00.

Although these figures show that the efforts of your Committee have met with a certain amount of success, we feel that our work was really only half done and with your indulgence for just a few minutes, we wish to touch upon this other phase of the work, which the numerous other activities of the year made it impractical to carry out.

Through discussions at its various meetings, your Committee quickly came to the realization that the bringing of members into the Organization was only half the work, and in fact, the easiest part of it. The great work lies in taking care of these members after they are in the Organization, the working with them and for them to the end that we may have a stronger and better Organization and industry.

There seems to be a feeling among members as well as non-members, that the minute a man signs an application for membership in this Organization, he automatically becomes a different kind of printer. Practices that are condoned in a non-member, are promptly condemned in a member of this Organization. But what are we really doing to uplift the new member and to put him on the right road? It is true that this Organization has much to offer the printer, but unless the new member comes in with a determination to get these benefits, he doesn't receive them. In other words, the average printer, like the average man in any other line, is satisfied to belong to an organization, pay his dues and let it go at that.

In justice to our Headquarters Staff, we must say that during the past year they had their hands full and had not the opportunity to do work along these lines. Our Secretary, Mr. Woodfield, has told the writer time and again that he would like to be able to get out and visit with the membership, to become better acquainted with them and to find what their needs are and how this Organization can help them. But the numerous other activities of

the year have made it impossible for him to do this. Indications are that this condition will undoubtedly continue during the coming year. For these reasons our Committee recommends to the serious consideration of this Organization, the employment of what we might term a Field Secretary, under the direction of the Membership Committee, an assistant to our present Secretary, whose duty it would be not only to call upon prospects for membership, but also to visit the old members to find what their problems are and help solve them. To instill into the individual member a knowledge of, and a respect for costs, and to bring to him a confidence in himself and his ability to get a fair price for his product. Many of you may not need the services of such a man, but there are hundreds of us that do, and we must remember that our prices are not governed by the highest standards but by the lowest level that any one of us may establish for a certain piece of work.

There is also work to be done with the various organizations of printers in the outlying districts. They should be brought closer to the parent organization. At every meeting of one of these outlying organizations, this body should be represented. We should let no opportunity go by to make them

feel that we have an interest in their problems as well as in our own and we should help them build up these outlying organizations.

Respectfully submitted,
S. B. Weinberger, Chairman.

The Credit Committee submitted the following report:

Gentlemen:

In January of this year the Printing Trades Credit Association was taken over by the Franklin-Typothetae and since has been operated under the supervision of the Officers and Executive Council of this Association. The Credit Association, being a corporation, at its last annual meeting made their present officers of the Franklin-Typothetae, its officers. An amendment to our By-Laws, which was presented at our September meeting provides that the officers of our Association should be the same as those of the Credit Association, thereby cementing the amalgamation permanently. Mr. Kagey was retained as Secretary, and has continued with vigor his excellent work of many years past.

The calls for information during the past twelve months have approximated four thousand. We have, therefore, reaped another year's harvest of valuable credit information, the reports of these calls have been recorded and are on file for the use of any member in this Association. The files of

It takes **SEVEN LETTERS** to spell

QUALITY

It takes **SEVEN WORDS** to assure it

From Basic Materials to the Finished Product

The Watervliet paper mill controls the complete operation from body stock to the finished sheet. High grade printers and lithographers are assured of always finding these two essential features in Watervliet Coated Papers.

QUALITY AND UNIFORMITY

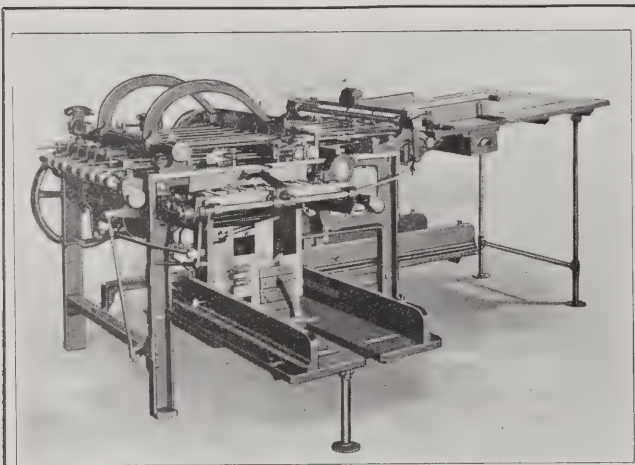
Our papers are sold through the jobbing trade. Sample sheets and the nearest jobber handling our papers will be gladly furnished you.

Watervliet Paper Company
Watervliet, Mich.

Goes
Lithographed Blanks
of Quality

CHRISTMAS CHECKS
CHRISTMAS ENVELOPES
GIFT CERTIFICATES
— BONDS —
STOCK CERTIFICATES
CALENDAR PADS
PICTORIAL BLOTTERS

GOES LITHOGRAPHING CO. CHICAGO
42 WEST 61ST STREET
SAMPLES ON REQUEST



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

the Credit Bureau now contain twenty-one thousand cards and each card has a record of one or more reports. Sometimes there are as many as eight or ten to a card. It is safe to say that the records of the Credit Bureau now contain at least one hundred thousand items of credit information, of vital interest to the printers of this organization.

One hundred and five accounts were collected without suit, aggregating \$3,149.42. Our Attorney, Mr. McElroy, brought suit for thirty members and thereby collected \$3,999.86. On August 12th a collector was engaged for the purpose of giving constant attention to numerous accounts to which Mr. Kagey was unable to give the necessary time. One hundred and thirty accounts, from forty-eight concerns were turned over to Mrs. Marsh, the collector, the total amount of which was \$5,196.92. Mrs. Marsh has made six hundred and fifty calls, and has collected \$295.76.

This would not be considered a satisfactory return if we merely reported the bare statistics, but an analysis of the collector's work throws more light on the subject. The concerns represented by thirty-four of these accounts are out of business. Fifteen cannot be located, the proprietors of five are in the Army, and eighteen, twelve of which are judgment proof, that is they have no property to attach, absolutely refuse to pay for various reasons, some claim that they have been over-charged, others that they did not order the goods, others that the order was placed by an unauthorized person, errors made by the printer, work unfinished, etc. This disposes of seventy-two of these accounts amounting to \$4,382.27, leaving fifty-eight accounts amounting to \$814.65 of which \$295.76, or about one-third has been collected.

A paragraph from last year's report seems apropos:

"It is not within the province of your Committee to criticise the business judgment of any member of this organization and the Printing Trades Credit Association has fulfilled its duty when it has transmitted the information on file. Your Committee feels at liberty, however, in the interest of organized effort in the printing business to record the fact that the membership is not making proper use of the credit information furnished."

A year has passed and the evidence is more convincing than ever that such is the case. The primary purpose of the Credit Bureau is to furnish credit information. It furnishes the facts regarding your prospective customer. It then becomes a matter of business judgment on the part of the printer. If after obtaining conclusive evidence of a prospective customer's past performances, the printer desires to continue the practice of extending credit to bankrupts, swindlers, speculators, schemers, sharks and others of this pack, then the Credit

Bureau will continue to have accounts aggregating \$5,200.00 in round figures, of which \$4,400.00 is absolutely uncollectible. One printer turns in an account for collection amounting to nearly \$800.00 against a firm out of business and yet the account is but sixty days old. Another printer turns in twenty-four accounts, amounting to about \$700.00, ranging in age from six months to two years.

There are exceptions, of course, when even the most conservative business man without knowledge of existing conditions, extends credit to a firm on the verge of bankruptcy, but generally speaking, is it not apparent that very little caution was exercised in the case of an \$800.00 account sixty days old and the firm out of business when the account is given our Credit Bureau for collection? Is the account apparent that a printer with twenty-four accounts averaging only about \$30.00 each, six months to two years old, has been sadly negligent in extending credit?

Your credit bureau is the greatest physical asset the organization has. Records already in its possession and being multiplied yearly, are priceless; destroyed, they could not be replaced and the information properly applied, is manifestly many times greater in value than the cost of membership. Here is your answer to the man who wants to know what he is going to get out of the organization. Here you can prove to the satisfaction of any printer, who considers credit an important factor in his business, that membership in the Franklin-Typothetae is a good business proposition.

Respectfully submitted,
Morton S. Brookes,
Chairman, Credit Committee.

REPORT COST COMMITTEE

During the year just closed, the Cost Department has been active in the dissemination of information and the installation of new systems. About 25 offices have had new systems installed or old ones improved. Labor matters that have had the attention of Mr. Woodfield to a greater extent than he has been able to care for them alone, has compelled the calling upon Mr. Nelson for assistance to an extent that has prevented the furthering of cost work as much as might be hoped for. However, we do not think that any calls for assistance have

been overlooked. Mr. Nelson's help can be had by any member for one day at least without charge for advice on any questions regarding cost or accounting. If his time is required for a greater length than this, a reasonable charge is made for the service.

After the close of the year 1917, a composite statement was prepared showing average costs from all shops where it was possible to get Form 9 H Sheets for the year. On account of the shortage of help in many offices we could only get 25 reports, but these may be considered as representative of average conditions in all the shops inasmuch as they show an aggregate pay roll of almost two and one-half million dollars, and include a wide range of sizes of shops, from an office whose annual shop pay roll is only \$2,500 to one of over one million dollars. This information has been of great value in giving us a basis to estimate our new costs which are so quickly changing now, with constantly increasing pay rolls. The broadside recently sent out by your committee was prepared by using the data of the 1917 cost statement as a foundation to work on. The information shown in this broadside surely serves as a rudder in these troublesome times to help guide us through the tempestuous seas, and any printing employer who follows the recommendations contained therein will never have to flash the S. O. S. signal. Another broadside was sent out early in June concerning the necessity of increasing prices.

It is the intention of your Committee to send several more pieces of mail matter in this campaign to assist in changing the attitude of mind of the employer as to proper values of our product.

He must quickly forget to think in terms of \$1.50 an hour composition and \$1.00 an hour Gordon press work, and quickly adjust himself in keeping apace with the recommendations which will be "fed" to him from time to time by the Cost Committee after they have scientifically adjusted the figures to meet the quickly changing conditions of the day. Only by so doing can he hope to remain in the band wagon and gain admission to the big tent where the big show "Prosperity for the Printer" is going to be pulled off just as soon as this little affair with our erstwhile friend William Hohenzollern is settled.

J. Harry Jones, Chairman.

**The Season's Greetings and Every Good Wish
for Your Increased Prosperity During the Year to Come**

JOIN THE RED CROSS

MENDELSON BROS. PAPER STOCK COMPANY
CHICAGO, ILLINOIS

Why You Should Belong of Chicago

Read this carefully and thoughtfully!

Mr. Chicago Printer, you have a right to be proud of your industry! It has gone "over the top" on every patriotic and charitable demand made upon it during the war. Organization and co-operation among more than one thousand printers have made these results possible.

But these results have been achieved through leadership. The Franklin-Typothetae of Chicago has been the agency furnishing the successful leadership which has made your industry one to be proud of. The Franklin-Typothetae of Chicago is **THE** printers' organization in the City. It is **YOUR** organization, and if you are not a member you are depriving yourself of your privileges as well as shirking some duties.

If every printer would consider only **his own interests**, not one is so poor that he can't afford to belong to this Association nor so rich that he can afford not to belong to it; neither is anyone so ignorant that he can't be taught by it nor so wise that he can't learn from it.

At the opening of a new era of reconstruction and growth in all lines of industry, the Association desires that every Chicago printer shall have a full knowledge of the advantages of membership.

As you know, our National Government is taking an increased interest in industry. The Franklin-Typothetae is the trunk line leading to the fountain head of national authority. Two of our members represented this Association at the first great National Convention of business men held at Atlantic City on the 4th, 5th and 6th of December.

The Franklin-Typothetae

Besides furnishing each employer a double tracked trunk line up to the very source of national authority, the Association offers many local advantages of which no Chicago printer should deprive himself. Among these advantages the following are perhaps the most important:

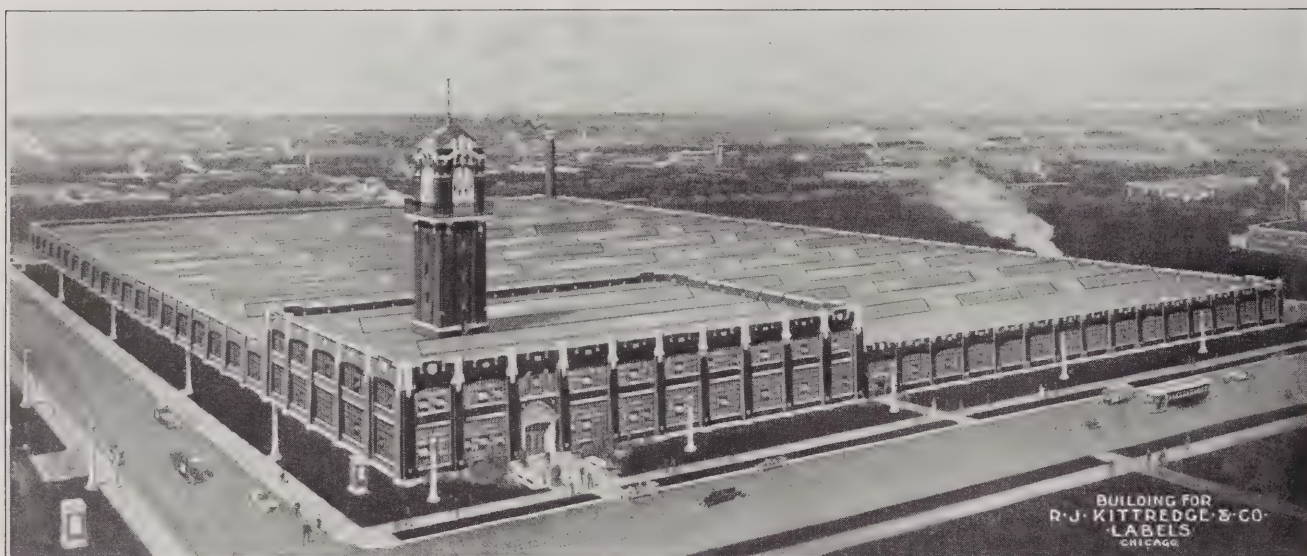
1. The Association maintains a credit and a collection bureau for the benefit of its members. No printer should take work from a new customer without first learning whether or not such a customer is financially responsible. Such information is free to every member for the asking.
2. The Assistant Secretary devotes most of his time to installing cost systems and in checking up and keeping in running order all systems in operation. Every printer should have such a system. It shows him at a glance whether or not a job has been profitable. And who, if he knew it, would spend time on unprofitable jobs?
3. The employment department aims to furnish employees for any line of work connected with the printing industry.
4. The Association is now seeking the services of a Field Man who will give his time to calling upon the membership for the purpose of learning at first hand what problems they have on which they desire help.
5. The special activities of the Association are divided among a series of sub-organizations which deal intensively with the particular activity in which each group is most interested. In this way members who are more interested in one phase of printing than another get the advice of those who have had the most experience in their line.

Serious problems confront our country and our industry during the coming months. Co-operation and team work is the only way to safeguard your interests. Get your application for membership in the Franklin-Typothetae of Chicago in at once so you can step into 1919 with all confidence.

R. J. KITTREDGE & CO. TO EXPAND

R. J. Kittredge & Co., one of Chicago's pioneers in the printing, designing and engraving industry, have this month purchased about 10 acres, approximately 400,000 square feet, of land at Forty-seventh and Whipple Streets, Chicago, for \$100,000.00. Upon this plot they will construct a building, cut shown herewith, the first unit of which will cost \$200,000. The work on this will be started as soon as possible as the firm wish to utilize the increased space at the earliest possible moment.

The administration section of the new building on the corner of Whipple and Forty-seventh streets will be two stories high, while the remainder, comprising the factory, will be one story high and will contain 300,000 square feet, or about seven acres of floor space. The design of the building indicates that the exterior will be constructed of pressed brick and terra cotta with the roof of the saw-tooth type.



The building will be of the most modern type, providing every convenience for the comfort of the employees and the expeditious handling of the raw material and finished product.

R. J. Kittredge & Company began business 35 years ago in the old Central Manufacturing Block, southwest corner of Washington and Market streets. From that location the business was moved to West Jackson boulevard, west of Canal street, and thence to Monroe street, west of Canal street. Nearly 20 years ago the five story building at the northwest corner of Superior and Green streets was purchased and occupied. About 12 years ago an addition was erected on adjacent ground owned by the company and this permitted an expansion of about 200 per cent, but for five years the management has felt the necessity for greatly enlarged quarters. Lack of sufficient space has greatly hampered this company and has, heretofore, prevented their extended development along related industry lines. Many old time label users will recollect when Mr. Kittredge called for their orders—printed them—and then

personally trundled the finished product to them in a hand pushcart. Times have changed.

The company, which numbers among its customers many large users of labels in the United States and Canada, will in its new location employ about 500 persons. It has no branch offices and employs no traveling salesmen.

ILLINOIS PAPER DAMAGED BY FIRE

Fire which started in the metal room of the Lincoln (Ill.) Courier-Herald, burned a quantity of print paper and put their printing press out of commission for a few days. The paper was issued in the interval from the plant of the Star. The building was badly damaged in the rear by fire and the interior ruined by smoke and water.

The Illinois Lithograph Co., 3593 Ohio Street, Chicago, has increased the capital stock from \$100,000 to \$130,000.

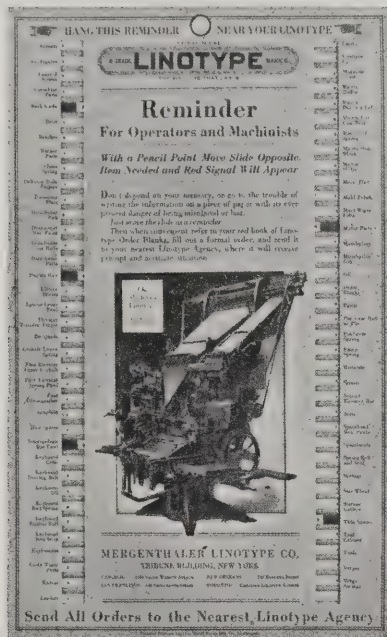
"Gene" Turner is back in Chicago from a trip to Philadelphia where he was called on account of the sickness and sudden death of his daughter, an only child. She had been there some time, taking advantage of special opportunities offered for the development of her musical talents. His loss is a particularly heavy one for he had much to look forward to in a new home soon where he could enjoy the companionship of a reunited family.

William C. Hollister has resigned as secretary of the Citizens League of Chicago because his work against the selling of liquor to soldiers and sailors was distasteful to members of that body, though its object is stated as: "To encourage the enforcement of military and naval regulations." In future, \$1,000 income from a trust fund he controls will go to the Juvenile Protective Association instead of the League.

Many a printer loses money through ignorance. The price-cutter thinks he's making a profit when his figures won't allow it.

DESERVES HANGING

The new Linotype "Reminder Card" for operators and machinists is a novelty of the practical kind. On either side are listed Linotype parts and supplies. Opposite each name is a space fitted with a slide, colored half white and half red. Near the center of the slide is a hole that the point of a lead pencil will fit into. A twitch of the pencil



switches the color from red to white—and you have a memorandum of the article listed opposite. Then, when it comes to making up your order, there you are with your items indicated—no having to remember or chance of forgetting. Operators and machinists will be quick to recognize the utility of these cards, and they can get them, free of charge, from the Mergenthaler Linotype Company, Tribune Building, New York.

MOTOR ADVERTISING QUICK TO REVIVE

The Haynes Automobile Co., Kokomo, Ind., was one of the first in its field to revive its advertising following the signing of the Armistice. Within twenty-four hours of the notification of the signing the Haynes Company instructed their advertising agency, the William H. Rankin Co., Inc., of Chicago, to reinstate their schedule at once.

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India Tint Made to Order

King Paper Company
Kalamazoo, Mich.

ELECTROTYPERS' CONVENTION

The convention of the International Association of Electrotypers, held at Cincinnati last month endorsed and instructed the Executive Board to assist in the installation of a cost system.

There were in attendance, seventy-six delegates, representing twenty-eight cities.

Reports of the various committees presented evidence of constructive progress made during the past year.

New officers for 1918-19 were elected as follows: President, Wm. F. Timmons, of New York City. First Vice-President, John R. Lenfestey of Chicago.

Second Vice-President, C. J. Hirt, of Toronto, Ontario, Canada.

Treasurer, H. A. Wisotzkey, of York, Penna. Secretary, A. D. Robrahn, of Chicago.

Mendelson Bros. Paper Stock Co.

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

WITH the passing of the year, we take occasion to express appreciation of our cordial business relations and to extend to you the season's greetings.

MIDLAND PAPER CO.
322 W. Washington St.
Chicago

PAPER MAKERS GO AFTER SOUTH AMERICAN TRADE

George F. Steele, manager of the Canadian Export Paper Company, has announced that the organization has decided to enter the South American export trade. According to Mr. Steele, one of the largest trade organizations in South America will be the exclusive representative of the company on that continent.

A move is also under way to increase exports of paper to Australasia in the near future.

Five Canadian news print companies are included in the Canadian Export Paper Company. They are the Laurentide, Brompton, Price Bros., Belgo-Canadian, and St. Maurice companies.

PAPER EMBARGO HITS FAIR SEX

Japanese newspapers, among them the Tokyo Hochi, complain that the embargo of the United States on the importation of paper manufactures has resulted in seriously affecting the work of manufacturing paper Panama hats. These hats are made mostly in Okinawa and the Loochoo Islands, where the hands employed are principally women. There are about 100,000 women who depend for subsistence on the manufacture of these paper "Panama" hats. At least 60,000 of them will lose their means of subsistence, according to Mr. Ushio, secretary of the home department, if this embargo is enforced.

Local Chicago News

Graves Whitmire, of the Standard Typesetting Company, is making fine progress. He has just added to his personal equipment a Stanley steam car. Going some, eh?

President Swartz, of the Intertype Corporation, visited the Chicago branch last month. The factory at Brooklyn handled about \$2,000,000 worth of war contracts, mainly jigs and tools for Liberty engines. Letters have been sent out to the various branches stating that now the war is over the corporation will devote its entire effort to pushing the placing of intertypes throughout the world.

C. F. Anderson & Co., report decided improvement in the folding machine business now that restrictions are removed, and it is possible to get supplies as needed. Inquiries and orders make a very satisfactory outlook.

The Milwaukee Leader has added two more Intertypes.

The Latham Machinery Company continues to have a good demand for bindery machinery and box stitchers.

H. U. Bailey, president Illinois Press Association and owner of Princeton (Ill.) Republican, has purchased an interest in La Salle (Ill.) Evening Post and installed a Model C s.-m. Intertype. Mr. Bailey has made a great success of his Princeton paper.

A. F. Raveret & Sons, 2839 West Madison Street, is now the Raveret-Tyson Company.

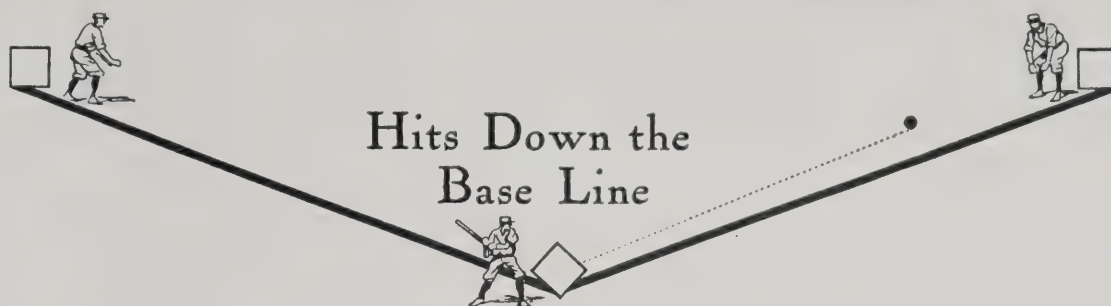
The F. M. Leyda plant at 1915 West Madison Street, since the owner's death has become the South West Printing Company.

Dun's report shows the number of failures in November were less than in any month since returns began to be made in 1894.

The War Industries Board ceases as a Government agency Jan. 1.

Secretary R. R. Harders and his brother Fred—of the Federal Electrotpe Company—want to get back to their old jobs as quickly as possible, now that Uncle Sam doesn't need them. This will better enable the company to keep up the fine reputation which is so successful in holding its customers.

NO Increased COSTS for overtime	McCAIN BROS. MANUFACTURING CO. CHICAGO Automatic Feeders-For-Folders FOR ANDERSON-HALL-DEXTER BROWN-CLEVELAND HIGH SPEED MACHINES SERVICE	Loads While Operating Write Us
29 South Clinton		MAIN 1485



J. Richard Kemp, general sales manager of the Miller Saw-Trimmer Company, Pittsburg, has just returned from an extended western trip. While on this trip Mr. Kemp states that he ran the gauntlet of Flu ravages in most of the cities, and in San Francisco he was compelled to wear one of the regulation masks, which gave him a Jesse James appearance, and a most uncomfortable feeling. At Salt Lake the health authorities passed a law prohibiting the meeting of more than three persons in one place. Can you imagine what one printer could do at a knocking session? However business was good all along the line in spite of appearances and health regulations.

Carl Roth, of John F. Buckie & Son Company, has just returned from a trip to St. Louis.

Our friend "Bill" Kennedy, Dunn Ink Works, is reported ill. We trust that the mysterious telephone calls which he has been receiving lately have not undermined his health.

Richard Oaks, formerly of Geo. F. McKiernan & Co., has accepted the position of Assistant Supt. of the Henry O. Shepard Co. Put her in high Dick.

Ask "Ernie" Engelhardt of the Chicago Overlay & Supply Co., how he liked his Thanksgiving Turkey. Business is good says "Ernie."

Harry Muss, of the Dexter Folder Co., has called in all of his Submarine Chasers at Fox Lake since the armistice was declared, but still holds them at the call of Uncle Sam. December will complete the second year of Mr. Muss' connection with the Dexter Folder Co.

Harry Everest, of the Harris Press Company, reports that his firm is again manufacturing machines. The plant has been in the service of Uncle Sam for some time, doing splendid war work.

Jim Sherman, of the Printing Machinery Co., reports business very good. Has just secured some good accounts from out of town.

Get in our big January number.

C. J. Anderson, Beacon Press, Omaha, was in Chicago the past week looking for some new equipment.

Val, of the Rossback Company, Benton Harbor, reports that business is A1.

Harry Hillman, formerly of Chicago, now located in Ohio, has sent advance notice to the Chicago Bowlers in the Printing trade of his intention of visiting Chicago during the holidays.

By the way, St. Louis laundries have lost out to a Chicago Chinaman.

Edw. Epsten, proprietor of the Epsten Lithograph Co., of Omaha, has returned to his home after a business trip in Chicago.

John Faulkner, of the Library Bureau Co., and Homer Palmer of Cahill Igoe Co., have decided to settle their dispute as to who is the best golfer before Christmas; betting among their friends is even money.

A number of Printers and Supply Men were seen at the Poultry Show last month at the Coliseum. Draw your own conclusions.

Robt. Hogue has returned from New York, where he has been selling Quick-Set Compound. It is understood that Mr. Hogue has acquired an interest in the Benj. Link Quickset Compound Co., which has just moved into its new office and sales-rooms at 440 So. Dearborn street.

SPECIAL EXTRA!!

The National and American league magnates seem to be unanimous for a one-man commission. William Howard Taft and other notables have been appealed to without success to consider this post. An irresistible impulse comes to us to present the name of Tom Bateman.

For action—use our Want and Offer columns.

Absolute Register Easily and Quickly Obtained and Retained

With the Warnock and Sterling Systems of Plate-Mounting Blocks

Designed especially for plate printing where close, maintained register is imperative, and where rigidity against impression and adaptability to large or small forms are essential to efficient printing from plates.

Used and Endorsed by America's Most Prominent Printers!

Complete descriptive literature on request to

THE PRINTING MACHINERY CO.

TOM BATEMAN, General Sales Manager JAMES T. SHERMAN, Chicago Representative

552 S. Clark St.
CHICAGO

Main Office and Factory
Third and Lock Streets
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

Don't recommend bond papers
that look like newsprint

Let us send
you a neat new
sample book of

Lakeside Bond

It will help you get the
most desirable business

Quality Business Stationery

Bradner Smith & Co.

175 W. Monroe Street
CHICAGO

Modern Machinery

Used late style

1. 8x12 New Series C. & P. Gordon.
2. 10x15 New Series C. & P. Gordon.
3. 25 and 30 in. Advance Paper Cutters.
4. 35 in. Seybold Auto.-clamp Cutter.
5. 54 in. Seybold Auto.-clamp Cutter.
6. Pony and 46, 56 and 62 in. Michles.
7. Pony and large 2 Rev. and Drum Presses.
8. 19x25 and 25x34 Hall Job Folders.
9. 16½x25 Potter Proof Press.
10. 25x35 Vandercook Proof Press.
11. No. 6 ⅞ in. Morrison Stitcher.
12. No. 4 ½ in. Boston Stitcher.
13. ¼ to ⅞ in. Monitor Stitchers.
14. 36 in. Oswego Power Cutter.
15. 12x18, 4 roller Golding Jobber.

See our Classified Ads

WANNER
MACHINERY CO.
A.F. WANNER PROP.

714-16 South Dearborn Street
CHICAGO, ILL.

PHONE: Harrison { 6888
 6889

SHOPS: 215-23 W. Congress St.

HE WAS FROM MISSOURI

A few days ago while calling on The J. L. Morrison Co., the writer noticed a piece of Linotype metal about an inch and one-half thick, through which wire had been drawn, and an interested inquiry brought forth the information from Mr. Hedley Prout of the Company, that this had been done with a number twelve machine. "Do you use a needle and how is such a thing possible" was next asked. (Such is the ignorance of the layman.) "No, we don't use a needle, and your apparent doubt," laughingly replied Mr. Prout, "reminds me of a man who came to our booth at an exposition one year, and, seeing our number twelve machine with a block of Linotype metal an inch and one-half thick, through which wire had been bound, picked up the block and, looking sideways at me, said it can't be done, you'll have to show me, honestly now didn't you have the holes bored first?" "I told him," said Mr. Prout, "I'd be glad to show him, and taking the metal, proceeded to demonstrate this to him. He was of course, convinced, and then I told him he was like the man who went to the village circus, and when he came to the giraffe, walked round and round it, looked up and down its neck and finally turned away and said, "There ain't no such animal."

HARD LINES FOR SOME ARKANSAS EDITORS

The Conway (Ark.), Log Cabin Democrat had the following in a recent issue:

"If something happens we will give more news next time." Even happenings have been hooverized in Arkansas.

Gerlach, Barklow Co., Joliet, Ill., has recently equipped their thirteen job presses with the T-B Safety Guard, handled by "Gene" Turner.

A NEW FOLDER ABOUT THE LINOTYPE

"The envelope for the new Linotype folder, imprinted, 'What Every Book and Job Printer Should Know,' is itself a fine specimen of Linotype Typography. The contents, concerning the flexibility of Multiple-Magazine Linotypes in their application to book and job work, amply make good the word on the envelope. This Linotype job is handsomely illustrated by half-tone views of the machines and examples of work that is being turned out on them in book and job shops every day. The text matter sticks strictly to its knitting—runs to concise, practical explanatory notations where the occasions require. The folder is entitled 'The Linotype for Your Book and Job Work.' We commend it to printers for the attention it deserves."

CHICAGO AND OUT OF TOWN NOTES

Barney Snyder, formerly salesman for the Superior Typesetting Company, is back on the job in civilian clothes and will call on you in the near future.

Secretary-Treasurer, W. O. Peterson of the Western Type Foundry was a member of the November grand jury and it made him exceedingly busy keeping up with business in the intervals.

Mrs. Laura Thorne Donnelley, wife of Reuben H. Donnelley, vice-president of R. R. Donnelley & Sons Company and publisher of Chicago directories, died at her home, 1200 Lake Shore drive, November 17th. A week previous she had a stroke of paralysis. She was born in Chicago in 1867. Funeral services were held at the Fourth Presbyterian church. Interment was at Rosehill.

Henry Ford has purchased the Dearborn Independent of Detroit and will make it a national weekly newspaper. He will divide his time between it and his tractor industry, retiring from active participation in the management of the Ford Motor Company, his son Edsel taking complete control. E. G. Pipp, formerly editor-in-chief of the Detroit News, is editor of the Independent.

Liberty Publishing and Subscription Company, Chicago, capital \$10,000, was incorporated November 21, by Frank J. Kelly, John F. Minnich and Leland C. Huntley.

The Mergenthaler Linotype Company reports \$1,343,545 net profits for the year ended September 30, 1918. This was a decrease of \$539,614 when compared with the preceding year and can be attributed to the war. Aside from higher taxation, the suspension of many papers, restrictions of size of papers because of scarcity of paper and other causes, reduced the possibility of sales. Otherwise the year would probably have broken the record for the company's business.

BACK TO CHICAGO

The Mutual Film Company has moved its publicity and advertising departments back to Chicago. Some six months ago these were moved to New York City. Looks like Chicago had one on New York.

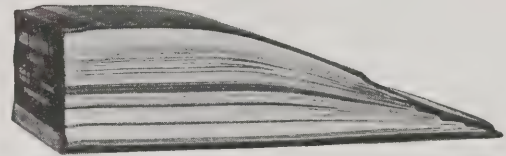
The Periodical Publishers Service Bureau is now located in their offices in the Boyer Building, Chicago.

The Chicago Association of Commerce aims to secure early adoption of the plan of commercial arbitration. Fifty-four trade organizations are to vote on the proposition. The intention is to make it national after the larger cities accept it. Quick action is expected in the settlement of disputes by this method and less friction in business generally.

NEW LINES RECENTLY ADDED

ALADDIN COVERS, 10 SHADES
PARQUETRY COVERS, 6 SHADES
INTERNATIONAL COVERS, 8 SHADES
THREE PLY ARTISTS SUNBURST, 19 SHADES

ALL ANTIQUE FINISH



TRADE MARK
 Reg. U. S. Pat. Office

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

F. A. Barnard & Son

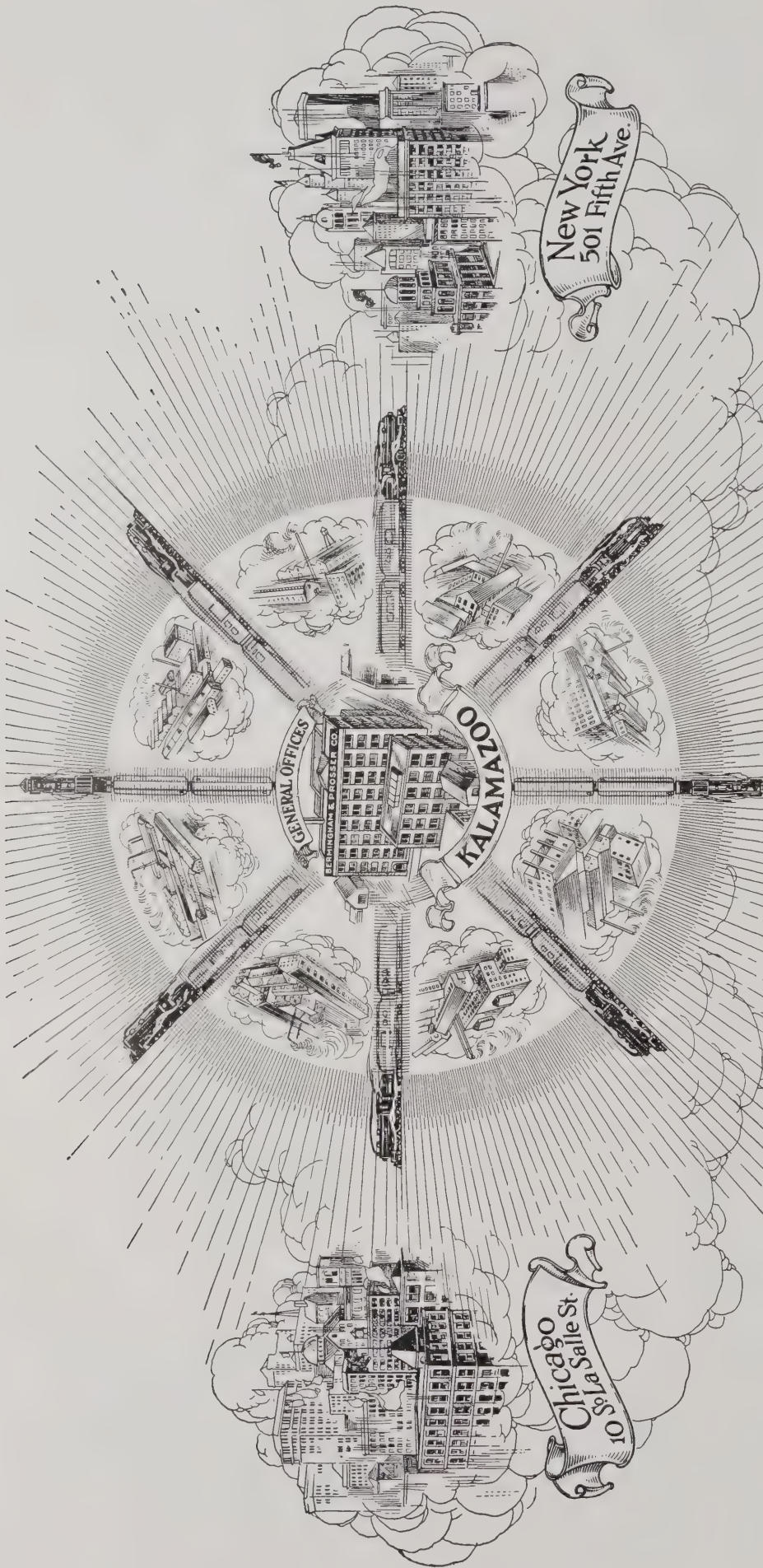
529 S. Dearborn Street



Buy from the only
 Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly



We are located in the heart of the greatest paper-making center in the world and are ready at all times to render service such as can be had only through an organization located as we are.

Birmingham and Prosser Co.

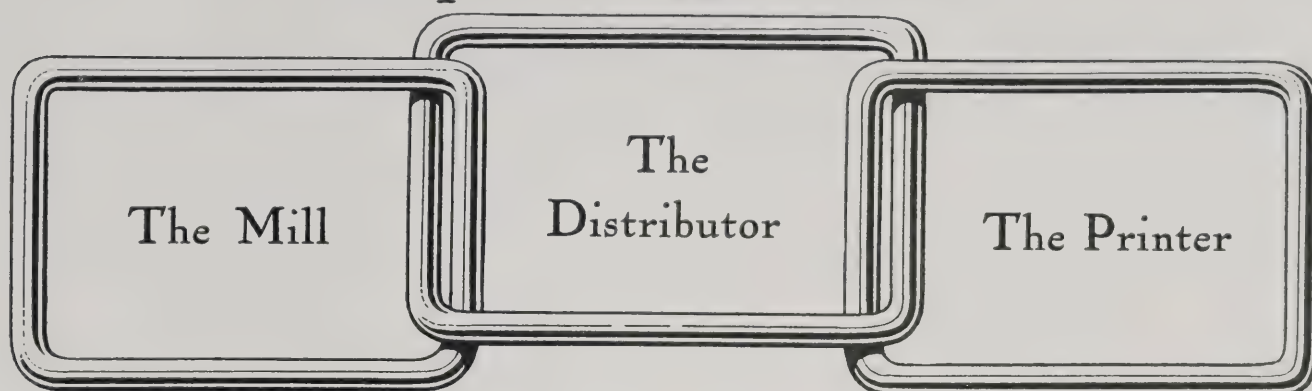
Paper Manufacturers

KALAMAZOO, MICHIGAN

10 So. La Salle St.
CHICAGO

501 Fifth Avenue
NEW YORK

Paper Trade Notes



"What's Going to Happen"

A Timely Booklet Just Issued by the J. W. Butler Paper Co., Chicago

STARTING with the Nation and going clear down along the line through business to the individual, all have been affected by the world war—some probably more than others, but affected, nevertheless. The paper business was not overlooked: it has made sacrifices and has suffered its full share.

At the start things happened fast and, through inexperience, but with the best of intentions, mistakes were made. Paper was put on the non-essential list, which threatened drastic treatment; it was not long, however, before the government realized that paper was very essential to the successful conduct of the war. Some restrictions and curtailments were made in the lesser essentials among paper products for speeding up production, economy in labor, less consumption of coal and minimizing transportation requirements. The conditions which have been imposed upon this industry have been quickly and willingly complied with. Chlorine, Sulphite Pulp and certain other necessary ingredients in the making of paper have been requisitioned to a great extent by the government for making poisonous gases, gun cotton, etc.

This but briefly outlines the situation that has been facing the paper business. With peace on the immediate horizon, the pressure will be steadily lightened.

GOVERNMENTAL NEEDS

Advertising—that was the one and only answer to the government's question of how to put its messages over quickly. Advertising came to the rescue as it has come to the practical assistance of every one who has intelligently used it.

While the war time needs of the government were considerably increased, yet the estimate of what should have been reserved for this purpose proved to be in excess of what was actually required. This was a contributing cause of the paper conservation program, which by many was misunderstood. The greatest shortage of paper was in News Print, but in paper products of almost every other description no real scarcity existed except, of course, in 1916 when through fear of shortage the demand jumped far in excess of normal and then naturally the manufacturers found it impossible to supply all the paper that was wanted. When this period was bridged the status was about as it had been before.

With the inauguration of the conservation program many thought that by lowering the quality of the paper they used they were saving paper and thereby fulfilling their obligations.

There are many mills in this country that make the higher grades exclusively; their entire equipment, stock of materials, etc., would not permit them to make cheaper grades without serious loss. As the result of this erroneous idea of "saving" we saw an excessive demand for the cheaper grades and at the very expense of thoughtful saving, to say nothing of the cheapened and less effective appearance of the forms in which the paper was used. There exists today, as at any time in the past, the same sane and fundamental reasons for using good, or let us say, appropriate paper, and this truth should be firmly implanted in the minds of the buying public.

Conservation does not mean inefficiency—it means genuine efficiency. Now that the great war is ended, this large part of the nation's paper production which has been reserved for governmental needs will be quickly diminished until it reaches normal time requirements.

THE NEW ORDER

The big word in the realm of business today is Standardization. All of these rulings of the War Industries Board which have been imposed upon manufacturers in practically every line of business have tended to just one result—Standardization.

Standardization is something we have preached and practised almost from the time we started in business. Before the war the paper industry as a whole seemed hopelessly far from standardization; there were so many irregularities and needless elements that it did not seem possible to so quickly rectify them. The great war came and necessitated the marshaling of the Nation's forces and resources, with the result that almost miraculously the entire industry adopted the new order of things.

Many radical changes were made but it did not take long for everyone to accommodate themselves to them. It was found possible and profitable to all from producer to user to adjust their business to the new conditions. To those who have been familiar with the situation it is apparent that many of these changes which have been carefully and co-operatively worked out are for the benefit of all, and with some alterations based on experience, should be retained during normal times.

War measures affecting the paper industry are being lifted; for instance, writing paper manufacturers are already permitted to make the heavier weights which were on the restricted list. The rule prohibiting the making of heavy weights in certain grades of book paper has been withdrawn. Undoubtedly the time is very near when the government's ban which has affected so many departments of the paper and printing industries will be entirely removed and printers and buyers who have been obliged to transfer their selections from restricted items to those which were on the favored list will again be able to follow the dictates of their judgment.

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

THE AVAILABLE SUPPLY

In an analysis of the available supply of paper certain facts must be borne in mind. Through the entire war period there has been a persistent knock at the door of our market from foreign fields. The foreign demand has never been satisfied. Lack of shipping facilities precluded the possibility of meeting the situation. Vast tonnage of paper has remained on the docks of eastern ports waiting for ships to transport it. This condition will obviously improve and before long the paper industry of this country will take its proper place in international trade.

The gradual let-up in our government's needs will help to relieve the situation, which it appears will dove-tail nicely with the increasing consumption at home due to accelerated business activity and the pressure from foreign trade. Undoubtedly the productive forces will continue to run to full capacity.

THE THRESHOLD OF PROSPERITY

The man who talks "calamity and trouble ahead" is looking through the wrong end of the telescope; he is blind to the world about him; he is totally ignorant of existing facts and conditions; he has not even begun to analyze the situation—take him in hand and show him the light.

Bounteous crops and good prices have put greater purchasing power into the hands of the agriculturist—the Governor of prosperity. Building of all kinds, except for actual war needs, has been at a stand-still for more than a year; there has been no road-making; the purchasing of luxuries has had a sharp decline; farm machinery of all kinds, automobiles and innumerable other kinds of articles, implements and equipment have been under the ban during the crisis in order to divert mechanical and human energy to the quick and successful culmination of the war. Now that the war is over it is clear what is going to happen. Advertising campaigns of great magnitude will be launched in all lines of business; plants working on government requirements were enlarged to increase production—these plants must now turn to peace time products, they must be kept busy, and it is reasonable to conclude that they will be when we consider that their regular lines have been off the market for so long and the needs for them have piled up during the war period. Real estate operators, building contractors and material con-

cerns are preparing for unprecedented activity; road making machinery plants will be taxed to meet the demands for their equipment; automobile factories will have to meet the accumulated demand for cars.

The thrift campaigns in connection with the Liberty Loans and War Savings Stamp Drives have taught the people to save, and they have saved. The purchasing power of the individual has greatly increased; labor is being paid a higher wage—the living scale is on a higher plane than it has ever been in the past. This is an indication of better and bigger business for everybody. Associations of men are and have been gathering for consultation and planning for this reconstruction period, arranging best ways and means for quickly getting back to normal business and making up for lost time. Advertising will be an essential factor in their plans; printing and paper form the principal part of advertising. One does not have to be a confirmed optimist to see that the future prosperity and business of the nation are assured.

Robt. C. Fay, publicity manager of the Chicago Paper Co., spoke before the Chamber of Commerce of Peoria the other evening, his subject being, "Keeping Peoria Sold to the People." Mr. Fay is a most convincing speaker, and before his talk was finished, most of his audience felt a great impulse to begin reconstruction immediately. Mr. Fay made this fact very plain, if a smaller city located in close proximity and easy access to a large one is to be sold and stay sold to its people, thereby keeping them from leaving town to seek amusement, etc., in other places, something must be done to make of the smaller city a place which large city competition could not affect or harm. The meeting was well attended and all left feeling that Peoria's future was assured.

War Over—Business Now



We have never slackened our efforts to produce the best, latest style, fetching faces of type and our specialties for better equipment and better printing. We are provided with everything in the way of printers Supplies that the printer wants. We have abundant stocks—all of the best.

Write us what your wants are in machinery and type and equip your office for PEACE.

Originators
of the
"Types
that
Talk"

Barnhart Brothers & Spindler
Type Founders

Chicago
Washington, D.C.

Saint Louis
Dallas

Kansas City
Omaha

Saint Paul
Seattle

Liberty Ledger

is the best value on the market in a low priced Ledger Paper, and we can prove it. If you are not convinced, ask for samples and compare it with other grades in this class.

Stocked in a large number of regular sizes and weights in White and Buff as follows:

WHITE

16 x 21—25, 28½ lb.
17 x 22—20, 24, 28 lb.
18 x 23—35½ lb.
19 x 24—29½, 34, 44 lb.
17 x 28—30½, 35½, 40½ lb.
22½ x 22½—38 lb.
24½ x 24½—45 lb.
20 x 28—54 lb.
21 x 32—50, 57 lb.
22 x 34—40, 48, 56 lb.
23 x 36—71 lb.
24 x 38—59, 68, 88 lb.
28 x 34—61, 71 lb.

BUFF

16 x 21—28 lb.
17 x 22—24, 28 lb.
18 x 23—35½ lb.
19 x 24—29½, 34 lb.
17 x 28—30½, 35½ lb.
22½ x 22½—38 lb.
24½ x 24½—45 lb.
21 x 32—57 lb.
22 x 34—48, 56 lb.
23 x 36—71 lb.
24 x 38—59, 68 lb.
28 x 34—61, 71 lb.

Special sizes from mill promptly

DWIGHT BROS. PAPER CO.

626-636 S. CLARK ST.

HARRISON 395

PRINTING HAD A BIG SHARE

in the victory gained by the United States over the slaves of despotism. The spread of knowledge by the press and the great aid of the many forms of printed matter in drawing out the people's money and in other activities were factors of the utmost importance. Now all the printers ask is that war restrictions in the shape of onerous postal rates be removed from printing. It is more important to have a just cause when you must use a gun than it is to simply know how to handle a gun. That is why printing is of such great value in the spread of intelligence.

With the return of peace give us the privileges of peace

REGAN PRINTING HOUSE

523-527 Plymouth Court, Chicago

Telephone Harrison 6280

Blunden-Lyon Company, 108 West Harrison Street, have taken space next to them which will increase their quarters about 50 per cent. This will be used in part to enlarge the office, but most of it will be used as storage space, thereby enabling them to greatly increase their already large stock of fine papers. They have increased their sales force in the last two or three months and now cover the entire Central West.

The Triangle Paper Co., Chicago, was incorporated on December 5th for \$15,000. The incorporators are Harry Markehim, Nathan S. Blumberg and Jacob L. Fox.

OBITUARY

Mr. Frank MacD. Sinclair, president of Sinclair & Valentine, manufacturers of printing and lithographic inks, passed away on Sunday, December 15, at his home in New York, after a short illness. The funeral was held on Tuesday, December 17, at noon, from the family residence.

LUCIUS GEORGE FISHER, SKYSCRAPER OWNER, DEAD

Lucius George Fisher, one of the owners of the Fisher building, Van Buren and Dearborn streets, and president of the Wheeler-Fisher Paper Company, died last night in his apartments at the Congress Hotel.

Mr. Fisher had been ill for some time and recently underwent a surgical operation. He was a graduate of Yale University of the class of '97. He was a member of various clubs and took an interest in yachting.

The Arthur Rice Press, Chicago, filed incorporation papers the past week. Capital, \$5,000. The incorporators are Arthur B. Rice, H. L. Andrews and Chas. F. McElroy.

Does a printer show wisdom in making a lower figure when he is able to do work at a less cost than competitors? Imagine a journeyman on piecework selling his services cheaper because he is speedy. Isn't it an admission work can't be secured otherwise?

BRANDS OF PAPER YOU SHOULD KNOW

SWAN LINEN

DUBOC PAPER CO. CENTRAL OHIO PAPER CO.
CHICAGO, ILL. COLUMBUS, OHIO

OUR BONDS AND LEDGERS
REQUIRE NO EXPLANATIONS



"NOTE THE TEAR AS WELL AS THE TEST"

HAMMERMILL
BOND

"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a
set of port-
folios that will
help you sell
more printing.

Foldwell
TRADE MARK

Send For New Printers
Foldwell Sample Book

CHICAGO PAPER CO.
803 South Wells Street
CHICAGO, ILL.

THE SEYBOLD "DAYTON" CUTTING MACHINE

is the Cutter that will successfully cut all of the above well-known Papers as well as all other Paper Stock on the market.

A TRIAL WILL PROVE THE "DAYTON" IS THE BEST

THE SEYBOLD MACHINE CO. - - DAYTON, OHIO

CHICAGO

Phone Harrison 883

We have installed new machinery and new type faces, and are prepared to give the highest quality of work.

TYPESETTING

FOURTH FLOOR
727 So. Dearborn St.

COMPANY

Makeup Department
We make a specialty of making up Newspapers, Periodicals, Catalogues and Books for press or electrotyper.

Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

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4 BLUNDEN-LYON CO.	18 GRAHAM PAPER CO.	32 MESSINGER, W. D., & CO.	46 SEAMAN PAPER CO.
6 BRADNER SMITH & CO.	20 IMPORT PAPER CO.	34 MIDLAND PAPER CO.	48 SWIGART PAPER CO.
8 BUTLER, J. W., PAPER CO.	22 KNOX & WOLCOTT PAPER CO.	36 MOSER PAPER CO.	50 WEST VA. P. & P. CO.
10 CHICAGO PAPER CO.	24 LA SALLE PAPER CO.	38 PAPER MILLS CO.	52 WHITE, JAMES, PAPER CO.
12 DUBOC PAPER CO.	26 LEE PAPER CO.	40	54 WHITING PAPER CO.
14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E., & CO.

THE BLUNDEN-LYON COMPANY

108 WEST
HARRISON
STREET

CHICAGO

PHONE
WABASH
7210

A big, comprehensive line of usable sizes, weights
and colors in Bonds and Ledgers
in stock at all times



USE

BLYCO BOND



Exclusively —
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

born: a new service

F. J. RINGLER & CO.

NICKELTYPERS AND ELECTROTYPERS

TELEPHONES HARRISON 2518-6780

732 FEDERAL ST.

CHICAGO

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most eco-
nomical power and
control of printing
machinery.



Used by the best
known printers.

Alternating and Direct Current

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

Holmgren, Engdahl & Johnson Company

EDITION BOOK BINDERS

412-420 Orleans Street
Chicago

TELEPHONES { Main 4928
Automatic 33423

"Books Bound by Us are
Bound to Satisfy"

Quality Electrotypes Service That Satisfies

Federal Electrotype Co.



Lead Mould Process Plates
Nickelsteeltypes
Electrotypes

Phones Wabash 8100-1

732 Federal Street

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6 BRADNER SMITH & CO.	20 IMPORT PAPER CO.	34 MIDLAND PAPER CO.	48 SWIGART PAPER CO.
8 BUTLER, J. W., PAPER CO.	22 KNOX & WOLCOTT PAPER CO.	36 MOSER PAPER CO.	50 WEST VA. P. & P. CO.
10 CHICAGO PAPER CO.	24 LA SALLE PAPER CO.	38 PAPER MILLS CO.	52 WHITE, JAMES, PAPER CO.
12 DUBOC PAPER CO.	26 LEE PAPER CO.	40	54 WHITING PAPER CO.
14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E., & CO.

INDUSTRIAL WEST BUYERS' GUIDE

A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

ARTISTS

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19 South Wells St., Chicago. Phone Main 4102.

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McCAIN BROS. MFG. CO
29 S. Clinton St., Chicago.
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161 West Harrison St., Chicago.
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JACOB J. LINKER
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Phone Harrison 7454.

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C. L. GOWELL, Transportation Building
Phone Harrison 1143 CHICAGO, ILL.

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(Printers' Knives)

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501 So. Dearborn St., Chicago. Phone Wabash 6549.

INKS

(Lithographic and Printers)

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727 South Dearborn St., Chicago.
Phone Harrison 7594.

PAPER

BRADNER SMITH & CO
175 W. Monroe St., Chicago. Phone Main 2060.

CHICAGO PAPER CO.

801 So. Wells St., Chicago. Phone Wabash 801.

PAPER—Continued

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626 South Clark St., Chicago. Phone Harrison 395.

MIDLAND PAPER CO.
322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.
208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.
653 So. Wells St., Chicago. Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago. Phone Main 875

PAPER CUTTING MACHINES

OSWEGO MACHINE WORKS
CHICAGO
436 1st National Bank Bldg. Phone Randolph 857

PRINTERS

MID-CITY PRINTING CO.
40 No. Fifth Av., Chicago. Phone Franklin 2507.
"A Thousand to a Million in a Hurry."

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Wants and For Sale

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Six insertions of a four-line advertisement or less for \$5.00; twelve insertions for \$7.50—all prepaid.

WANTED—Second-hand Proof Press.—Address D101, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE AT A SACRIFICE—Twenty Mergenthaler Linotypes, Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice.—Fantus Brothers, 525 South Dearborn Street, Chicago.

FOR SALE—Will sell surplus 20th Century 44-inch Cutter, good as new, with motor bracket; price, \$750 cash. Present price, new, \$1,325.—Gard-Himself, 3025 Colorado Ave., Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

WANTED—Harris Single Color E-1 Envelope Press. State serial number and price.—Address C300, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—Remaining printing and binding machinery at the American Sample & Printing Company. Pony Miehle Press; 26x40 Model "B" Cleveland Folder; two 8x12 Chandler & Price Gordons; two 10x15 Chandler & Price Gordons; 13x19, Colt's Armory; 48x60 Imposing Stone with letter boards; 48x72 glass top Register Table with wiring; 28-inch Dahley Multiple Punch with 6 heads; 28-inch Monitor Multiple Punch with 6 heads; Latham power round corner machine; 13x13 Dahley Hot Embosser; five large Singer Sewing Machines with D. C. Motors on tables; seven Standard Sewing Machines on one large table; Barrett Transfer Truck with 32 platforms; 36-inch Sheridan new model Cutter for pinking cloth samples, with pinking knives and long tables, with motor, \$225; Miller Saw with Router attachments, price, \$550.—Wanner Machinery Company, 714-716 S. Dearborn Street, Chicago, Ill.

FOR SALE—\$200 takes a 10x15 Colt's Armory Press with ½ H. D. C. Motor. Guaranteed A1 condition. Need space.—Address C101, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—We have one large printing outfit with four Miehle presses and several smaller outfits for sale under fine propositions; also bargains in high grade machinery: 36 and 40-inch Seybold Dayton auto clamp power Cutters with Motors; 8x12, 10x15, 12x18, and 14½x22-inch Gordons (C. & P.); Colt's Armory Presses, 13x19, and 14x22 light and heavy styles; 2-Revolution and Drum Cylinder Presses; Cutting and Creasing Presses; Paper Cutters; 44x61-inch Miehle, 2 Rev.; Stitchers; Punches; Circular Folders, Motors, etc. Please tell us your wants and machinery for sale.—Wanner Machinery Company, 714-716 S. Dearborn Street, Chicago, Ill.

FOR SALE—One 14½x22 Chandler & Price Gordon Press complete; 40 all-brass Galleys.—Address, Orleans Printing House, 149 Elk Place, New Orleans, La.

FOR SALE—A printing plant in the middle west. Appraised by Appraisal Company at over \$70,000.00, not including stock on hand. Will sell for \$35,000.00, or \$15,000.00 cash balance any time at 6%. Address, A. T. 100, care Ben Franklin Monthly, 123 W. Madison St.

FOR SALE—34-inch Acme Self-Clamping Cutter, in good condition. Bargain, as must dispose of same at once.—G14, care Ben Franklin Monthly, 123 W. Madison St., Chicago.

Why Our Business Grows

THE remarkable progress we have made during the past two years is due to the care we exercise in all our dealings to live up to our promises and to keep a standard in both **linotyping** and **monotyping** that will bring repeat orders again and again. Our purpose is to prove to the trade we always treat them right. Confidence thoroughly established and never betrayed builds up a sound, growing business. Let's get better acquainted.

STANDARD TYPESETTING COMPANY

PHONES: Harrison 2156-4630-4777

701-703 South LaSalle Street, CHICAGO

Service Day and Night



A PAPER WITH A PEDIGREE

HONEST quality, maintained year after year, is never an accident. Apply this to the paper industry. Why are some papers always the same, always of unvarying quality, year after year? Because some papers have a firm's reputation to uphold. They must live up to a pedigree.

Such a paper is

SYSTEMS BOND

—a member of a famous paper family and a product of moderate price but unimpeachable quality. A paper that does credit to printers, lithographers and customers alike. A paper that will lend prestige to the printed matter of any advertiser.

We make Systems Bond in linen finish, too, for note and letter-head paper. Samples will be gladly sent on request.

Send for a sample. Tear a corner and see how it's made. Then let us quote you our price.

Eastern Manufacturing Company

GENERAL SALES OFFICE
501 FIFTH AVENUE, NEW YORK CITY

Mills:
Bangor, Maine
Lincoln, Maine

Western Sales Office:
1223 Conway Bldg.
Chicago, Ill.



E. J. MCCARTHY

Holiday Greeting



DAVID HENRY MALLALIEU

The holiday season affords
us welcome opportunity of
extending you our warmest
regards and cordial wishes
for a joyous Christmas and
a New Year that shall unfold
Happiness and Prosperity in
abundant measure, and thank
you for the many favors you
have shown in the past year.



A. H. NIEHAUS

Monotype & Linotype-Setting and Makeup

Smith-McCarthy

*Caxton Building, 508 South Dearborn Street, Chicago
Telephones Harrison 3864-5-6-7*



HUGH BRADY

P. A. HOWARD, MANAGING EDITOR. PUBLISHED MONTHLY, \$1.50 A YEAR, 15¢ THE COPY.



BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

January, 1919

NUMBER FOUR

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By
BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.

OUR PAPERS REQUIRE NO EXPLANATIONS



"NOTE THE TEAR AS WELL AS THE TEST"

EACH GRADE IS GUARANTEED TO SATISFY
— THE USER TO BE THE JUDGE —

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

MORE THAN 37,500 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

Profiteers 8

No bigger profit will have been reaped as a result of the war than the legitimate "profit-by-experience."

In the composing room, these past several years of high pressure and short-handedness have emphasized the adequate multiple-man power of the Linotype.

And to be on an adequate footing under abnormal stress is to be on an advantageous footing to compete successfully in peace times of heightened competition.

You will find our new illustrated book,

"WHAT YOU CAN DO WITH A MODEL 14 LINOTYPE"

well worth reading—and examining, as an example of Linotype Typography. *Send for a copy.*

MERGENTHALER LINOTYPE CO.

New York, U.S.A.

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1100 S. Wabash Ave.

NEW ORLEANS
549 Baronne St.

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646 Sacramento St.

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TYPOGRAPHY

© TRADE **LINOTYPE** MARK ©

The New Foldwell Trade Character



WILL HELP YOUR TRADE RECOGNIZE
THE ORIGINAL.

WILL REDUCE THE PRACTICE OF
SUBSTITUTION.

WILL IDENTIFY ALL FOLDWELL
ADVERTISING.

All Foldwell Advertising in the future will carry this trade character, as we will seek immediately to use this warrior and the slogan—

“FOLDWELL PROTECTS”

with the advertising of the only genuine and original folding enamel.

AN ANALYSIS OF THE TRUE MEANING OF THIS CHARACTER

THE TYPE The warrior was selected because he was a soldier that depended entirely upon his own ability to win. Unlike the modern soldier, he bore the brunt of the onslaught as an individual and had no artificial aid not directly under his immediate manipulation. This type represents Foldwell, which is rendering its greatest service when used as a self-contained piece of Direct Advertising, unaided by wrapper or envelope.

THE SHIELD Foldwell meets the destructive forces of the third-class mail service, protecting the sales message, prolonging its life and carrying it through to safety.

THE SPEAR Signifying the Long Fiber. Back of the coating, back of the united strength of the paper is the long fiber ready to defend the sales story from all destroying agencies—the spear head goes a step further and typifies the yeilding of all other papers to the claims made for our product.

Advertising will be issued in the immediate future, introducing this character to printers and advertisers and the “Just as Good” and the “Near” folding enamels will be quickly discarded, as their sponsors cannot show this character to back up their claims.

CHICAGO PAPER COMPANY—CHICAGO

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling
Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Challenge Mach'y Co. Products
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
Run-Easy Tape Couplers

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Catalogs

**Broadsides . Flyers
Folders . Circulars**

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are “squaring away” to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.



Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

Seaman Paper Company

208 S. La Salle St., Chicago

New York Philadelphia Buffalo Milwaukee Minneapolis
St. Paul St. Louis Cincinnati



ISSUED THROUGH
U. S. EMPLOYMENT SERVICE

All together—Let's continue production and insure Prosperity.

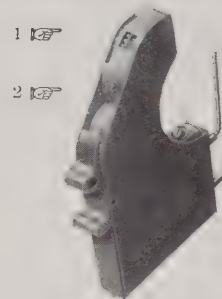
—U. S. Department of Labor

W. B. Wilson, Secretary

For DIVIDENDS from WASTE use The Production Meter

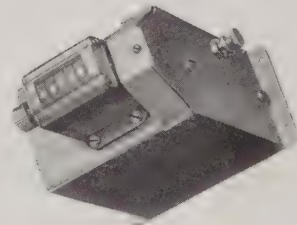


The *Meter* registers accurately the productive time, the idle time, and each trip of your presses.



THE TOTALIZER
1—Hours
2—Minutes

The *Totalizer* gives you at a glance the accurate productive time in hours and minutes for each press.



SET BACK COUNTER

The *Electric set back Counter* records accurately every impression of each *Press*.



CABINET OF COUNTERS

The *Production Meter* will register in your office on a chart, the performance of each press connected to it, up to 44 presses.

MR. PRINTER:

We can eliminate your waste in production. The *Production Meter* will show accurately in your office what your presses are doing. The *Meter* cannot tell you anything but the truth. It is mechanically correct. Those using it, consider it indispensable.

Production Meter Company

EFFICIENCY EQUIPMENT
646 and 648 East 47th Street
Chicago



A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

P. A. Howard, Managing Editor
M. N. McCune, Associate Editor
Geo. V. McCune, Business Manager

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P. A. HOWARD, President and Treasurer

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Cincinnati Representative, KENNETH C. CRAIN, First National Bank Building

Vol. XVI

15c the copy

JANUARY, 1919

\$1.50 the year

No. 4

ACKNOWLEDGMENT TO "GREETINGS"

If all the good wishes which came to us during the holiday season on the many beautiful cards and calendars were to be fulfilled, Ben Franklin Monthly's future destiny would be assured.

BEN FRANKLIN MONTHLY ENLARGES ITS STAFF

On the anniversary of the birth of Benjamin Franklin, the Ben Franklin Publishing Company is logically enlarging its organization to include on its staff, George V. McCune.

Mr. McCune comes to us from the Chicago Tribune, where he has been for the past six years in an executive capacity. He was connected with the Inter Ocean for a period of ten years, and was at the time of his retirement manager of classified advertising.

We feel that in the acquisition of Mr. McCune's services we strengthen to a marked degree our organization, which is built with the firm determination to serve our readers and advertising clients to the utmost.

Mr. McCune is particularly well equipped to step into this work and at once be a strong factor in enlarging our scope of service.

With his wide publication experience he has the added advantage of several years connection with the Ontario Pulp and Paper Company, which has given him that fundamental knowledge of the manufacturing end of that important industry, exceedingly valuable to the expansion of our Paper Trade Section.

Ben Franklin Monthly, beginning February 1st, increases its subscription rate to \$1.50 per annum.

READJUSTMENT NOT RECONSTRUCTION

Following the signing of the armistice on November 11th, a new note was sounded; its sombre tones echoing throughout the business world.

Men prominent in all walks of life were soon being quoted in the press throughout the country. The alarmist found in it an ideal topic; the pessimist, likewise, with many warnings immediately threw ominous dark clouds around it.

And so for some two months writers and speakers vied with one another to place a right construction on this theme that had become almost a fearful barrier to the future. And this is what it was called:

"RECONSTRUCTION PERIOD"

Those two words have had more to do with the stultifying of innumerable undertakings and business transactions than anything else.

UNJUSTIFIABLE

The use of the word Reconstruction is absolutely without excuse. The word conveys to the mind the rebuilding of something demolished. The industrial machinery of the United States has not been demolished. We have intact all the implements, resources, raw products and enough and more of man power.

Therefore, why use the word? It is in no sense a reconstruction period for our business. We feel that the correct word is

READJUSTMENT

And we firmly believe that had there been used, in place of Reconstruction, the word READJUSTMENT it would have had a very different interpretation by the rank and file of the business men of America.

It seems to us that this has had the psychological effect of making many men hesitate and postpone

the putting into action of plans for logical expansion and aggressive policies already under way. It seemed to shout at them—STOP! And the printing and paper trades have felt this restraining hand.

In READJUSTMENT we have the better word, for it is only a matter of adjustment of our business life from a war basis to one of peace and expansion.

We believe business is on a sound basis now, allied trades are co-ordinated and are co-operating to an extent never before believed possible and the year 1919 is to be one of great activity and prosperity.

THE WAY IS CLEAR—GO AHEAD.

SEASON'S GREETINGS AND NEWS FROM RALEIGH

Ben Franklin Publishing Co.,
Chicago, Ill.

Gentlemen:

With a deep sense of gratitude for the events which have transpired within the last few months, we extend to you the greetings of the season, with sincere wishes that the New Year upon which we are about to enter may hold in store much prosperity and happiness for you.

We are pleased to announce that Mr. George B. Justice, so long and favorably known throughout the state as the highly efficient assistant commissioner of labor and printing, is now connected with the management of The Commercial Printing Company as general superintendent. Mr. Justice is not only one of the very best equipped printers in the South, but has the entire confidence of those who are conversant with all branches of the "Art Preservative of Arts."

It will also be gratifying to our many friends to learn that Mr. Robert J. Wilson, now in service, will return to the Company in his former capacity when released by Uncle Sam.

Again we wish you all success and happiness.

Cordially yours,

Commercial Printing Company, Inc.,

J. W. Weaver,

Dec. 18, 1918.

President.

Benjamin Franklin's 213th birthday anniversary is being commemorated by the Chicago Stationers Association this month at their "Victory Banquet," their seventeenth annual dinner, which was held in the Gold Room, Congress Hotel.

Ben Franklin Monthly only \$1.50 a year.
You owe it to your business and to
yourself to take it and read it regularly.

FRANCIS MAC DONALD SINCLAIR DIES

Francis MacDonald Sinclair, one of the best known manufacturers in America and a great expert in the production of ink, died Sunday, December 15, 1918, at his home, 310 West 104th Street, New York City, after a long illness. Mr. Sinclair, who was head and founder of the Sinclair & Valentine Company, was born January 16, 1865, in the parsonage of the Dutch Reformed Church, Staten Island. He was the second son of the Rev. John Henry and Frances Corwin Sinclair.

Mr. Sinclair, in 1879, entered the service of the Anchor Line Steamship Company, the first agent of which was Francis MacDonald, for whom Mr. Sinclair was named. Subsequently, interesting himself in manufacturing, he started, with Theodore S. Valentine, a practical ink manufacturer, an enterprise which was successful from its inception. It is a firm built upon character as well as ability.



In 1890 Mr. Sinclair married Miss Jennie Hankinson, only daughter of Mr. and Mrs. W. A. Hankinson of New York City and Freehold, N. J. Mrs. Sinclair survives him, as do two brothers and two sisters. Mr. Sinclair was a member of the Aldine and Sphinx Clubs, Automobile Club of America, St. Andrews Golf Club, New York City, and Kingswood Golf Club, Wolfeboro, N. H., and a director of the Preferred Accident Insurance Company. He was also a trustee and active in the work of the West End Presbyterian Church of New York City.

Mr. Sinclair's body was laid to rest in the old Moravian Cemetery at New Dorp on Staten Island, where others of his family are buried.

He left his entire stock in this company to his widow.

READJUSTMENT IN THE PRINTING INDUSTRY

By Luther C. Rogers (Chairman Board of Directors of Rogers & Hall Company)

THAT the opportunity of printers (which includes the advertising field as well) is to assist in operating and keeping thoughts and activities in the right direction is obvious. The employing printer and his representatives are meeting this question in all lines of business and have wonderful opportunities to give a word here and there that will materially assist the manufacturer and business man whose merchandise is entitled to a place in foreign trade. This likewise applies to reconstruction of domestic trade.

The government and business man who co-operate for the good of all to maintain present prices until the necessary surplus stock which may be in the hands of manufacturers and jobbers can be disposed of will be doing their bit. The printers desire to make cost plus a reasonable profit in their business, and if they were in the place of the manufacturer with the necessary surplus goods on hand and the co-operation of the government and business man, it seems natural that it would bring about a fair adjustment to the price question.

Before the war I visited several foreign countries, the result of which demonstrates the wonderful opportunity for readjustment in a great many lines on the question of making, packing, shipping, finance, etc., of foreign trade.

It was evident that the question of packing by the American manufacturer, owing to the condition of the goods received abroad, was a question which, if corrected, would considerably enhance the value of foreign trade. Domestic requirements are different from the foreign, owing to distance, facilities, etc.

The very large manufacturers who have special equipments in foreign countries are probably more or less informed. However, the vast majority of smaller printers and manufacturers whose goods merit foreign trade are not, but they can easily get the desired information by a careful study of the question. The printing industry and advertising fraternities are one of the best sources of information. A still greater source could be obtained from the United States government and representative bureaus here for that purpose, and a strong representation in other countries to get co-operation with the bureaus here and give and record the information.

If a printing establishment or manufacturer could not have representation individually, they could co-operate with each other, thus reducing financial strain of sending a foreign representative individually. And to go further, if this was found to be unsuccessful, owing to finance, there seems to be no doubt that the industrial organizations could be appealed to to lend their hearty support.

A Quality Bond Paper Moderately Priced

HOWARD BOND

WATERMARKED

For Office Systems

¶ The many natural advantages enjoyed by the manufacturers of HOWARD BOND enable them to place the really high-quality paper on the market at a price that is bound to be attractive to users and buyers.

¶ It is especially suitable for office systems and business correspondence, and will be found to possess great adaptability and all-around usefulness. It takes both the pen and the typewriter beautifully, and has an ideal printing surface for letterpress, steel-die, offset, or any other printing process.

¶ Send today for sample book of the complete line. Look into the economical and quality merits of HOWARD BOND.

Compare It! Test It! Tear It!

AND YOU WILL SPECIFY IT

Manufactured by

THE HOWARD PAPER COMPANY

URBANA, OHIO

A DEPENDABLE FIRE-PROOF

PAPER BALER

Is Absolutely Essential to the Up-to-Date Efficient Printing Plant

Here is THE Baler for YOU



**LIGHT, STRONG, COMPACT, EASY
OPERATING, 3 SIZES**

An All Steel Baler at the Price of a Wooden One

Write for particulars

A/STEEL MANUFACTURING CO.

INCORPORATED
BATTLE CREEK, MICH. U.S.A.

There is a wonderful market for foreign language printing of catalogues, booklets and literature for the manufacturers and jobbers of the United States if the printing industry will stop to consider the enormous amount of printing they could secure by putting in a line of foreign-language type. The most essential thing to printing in a foreign language is the proper translation.

It might be necessary to establish bureaus for that purpose. Owing to the necessary high cost of labor and the high price of material to the printing industry under the reconstruction, one cannot be reduced unless the other is. The employer of labor has no desire to reduce wages or cause discomfort, unhappiness, etc., if he is able to go on making a fair profit.

This is a bone of contention which must be threshed out, however: There is a difference in the cost of labor in this country and the cost in the foreign countries that naturally has a serious effect on the question of foreign trade. This must be adjusted by the labor of this country or the trade will be snapped up by other countries. It will be remembered that the United States is just about to enter upon the threshold of a new era in foreign trade, and in order to take care of the output of this trade and the competition that is bound to arise, it is up to the laboring man as well as the employer to see that the wage in this country does not over-balance the wage in other countries. Otherwise the foreign trade will suffer and the laboring man will either be out of employment or the laboring wage in this country will be reduced in proportion to the amount of foreign trade lost.

The printing industry has reached a standard of business methods and intelligence that make domestic and foreign trade a matter purely of energy and co-operation on their part.

INTERESTING FACTS REGARDS PAPERS

The American Newspaper Annual and Directory for 1919, published by N. W. Ayer & Son, Philadelphia, Pa., gives some interesting data relative to the year just passed.

Suspension and consolidation eliminated 1,954 papers. But 776 new ones were started. More than one-third of the German language publications dropped out.

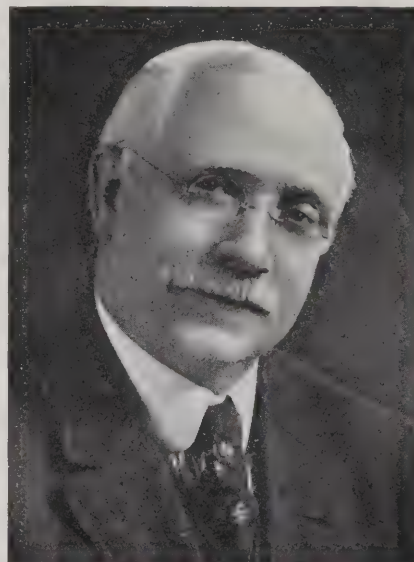
Consolidations played a large part in the reductions, as explained in the Annual.

The summary shows a total of 2,562 dailies in present existence, as against 2,604 a year ago, or a decrease of forty-two dailies. It is in the weeklies, however, that the greatest changes came. At the present time 15,735 are published. Last year's report showed 16,599 in existence, the decrease being 864. All other publications, from tri-weeklies to quarterlies, showed decreases, varying from one, in the case of quarterlies, to 180 monthlies.

The aggregate circulation of evening papers in the United States and Canada is 21,600,000; morning papers, 12,763,000; Sunday papers, 17,233,000.

It is the opinion of the publishers of the directory that a large increase in publications is sure to come during this year.

W. J. Hartman Company, 732 Federal Street, Chicago, begins the new year with the announcement that Daniel Boyle and William M. Galvin have become associated with the company. Mr. Boyle is one of the best known men in the printing trade in Chicago. He has been connected with the Henry O. Shepard Co. for the past twenty years



DANIEL BOYLE

and brings to his new connection a world of experience in the printing industry.

Mr. Galvin, just returned from military service, was secretary of the Shepard Company until his retirement to enter the sales department of the Hartman Company.

The Hartman Company do a large railroad and general printing and binding business, and with the added benefit of Mr. Boyle and Mr. Galvin strengthen to a marked degree their sales service department.

Secretary T. J. Turner of Spokane Typothetae recently turned a new trick on the membership there by sending out a professional shopper for prices on 1,000 envelopes and 1,000 letterheads, on the same specifications, and from twenty-eight shops secured quotations ranging from \$2.75 to \$5.00 on the envelopes, and from \$4.00 to \$7.75 on Hammermill Bond letterheads. Shops maintaining a cost system were practically the same, while those going by guess and by jingo furnished the high and the unreasonably low figures. In concluding his report, Mr. Turner says: "Nothing is gained by making a low price. Nine times out of ten you won't get the job, anyway, and in many instances your price may be used to cut down the bill of the printer who has already done the work."—Tacoma Coin Key.

CHICAGO PRINTING CRAFTS ASSN. MEETS

One of the largest and most enthusiastic meetings of the Chicago Printing Crafts Association was held at the Brevoort Hotel on Tuesday evening, January 7th. The meeting took the form of a dinner with the special attraction of an illustrated lecture on "Color in Photography," by Mr. Wells, assisted by A. J. Copelin. Mr. Wells is accredited with having one of the finest collections of slides and knowledge of this art, and this proved to be exceedingly interesting and instructive. Following this part of the program was held the first meeting of the year. After routine business was finished the subject of increasing the annual dues was taken up. The consensus of opinion seemed to be that a substantial increase was necessary to the best interests of the club; but final action, it was found, could not be taken until notice of change of constitution had been duly made at a regular meeting, the same to be acted upon at the next regular meeting. The election of officers for the ensuing year was then held. This resulted in the re-election of all the officers that have presided during the past year. These include John J. Wynne, president, and Edward J. Clegg, secretary.

The attendance was over seventy and all enjoyed the dinner and entertainment. Congratulations were heard on every hand for the manner in which the entertainment committee had carried out its arrangements. All indications point to a large attendance by the members at the Old Time Printers banquet on February 1st. It is understood they will attend in a body. Tickets are being handled by E. J. McCarthy.

WHERE'S YOUR DEPRECIATION FUND?

On the jobs already paid for have you got the money that goes to the credit of depreciation? Do you make a separate account, or just let it all go in with the rest? Suppose you treat your entire equipment as an installment proposition and divide the payments up to cover depreciation. Then any part not fully paid for could be financed from this account and the rest be left undisturbed. Whenever money was needed for additional new equipment or for other purposes it could be borrowed from this fund and interest be reckoned and paid just the same as if obtained from a bank; but it should be treated as genuine indebtedness. It would be folly to include depreciation in your costs and then fritter the money away. Whenever equipment needs to be replaced the money ought to be on hand to pay for it or something has gone wrong with the business—assuming it was paid for at the start; otherwise it shows a lack of success on the face of it.

When some printers talk they don't believe a word they hear.



Hammer The Truth Home

Scattered publicity
is wasted energy—

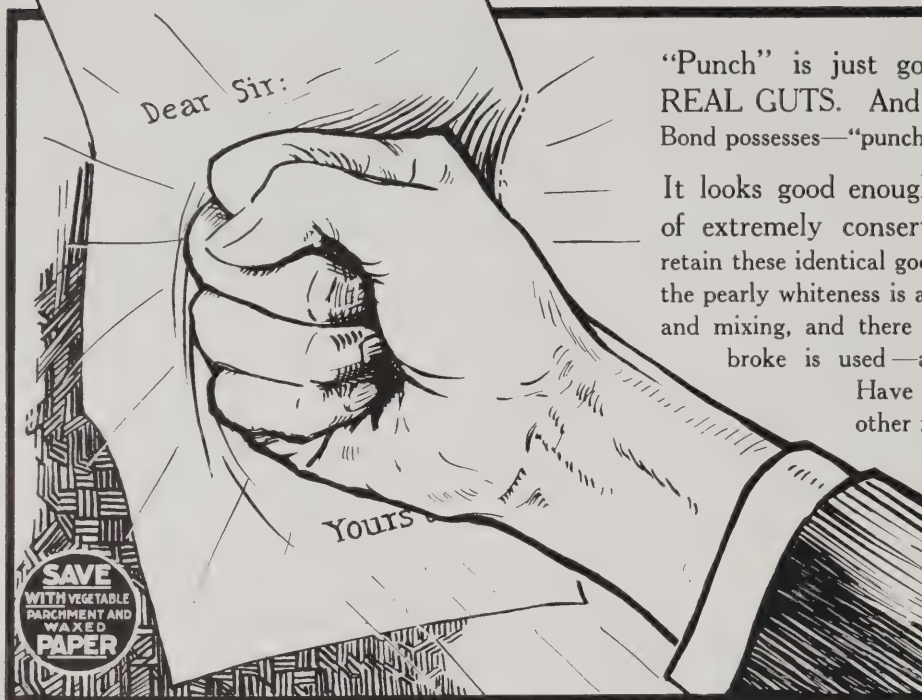
Concentrate

Ben Franklin Monthly
has a powerful concentrated
purchasing power in Chicago and the
Industrial West.

Prove it.

BEN FRANKLIN MONTHLY
123 West Madison Street
CHICAGO

KVP Bond has "punch"



"Punch" is just good "Yankee" language for REAL GUTS. And that is what this new K V P Bond possesses—"punch."

It looks good enough to now win the patronage of extremely conservative houses—and it will retain these identical good looks, and uniformity, because the pearly whiteness is a matter of scientific computation and mixing, and there is no element to change it—no broke is used—all NEW stock enters into it.

Have you seen and compared it with other medium-priced bonds?

**Kalamazoo Vegetable
Parchment Company**

Kalamazoo, Michigan

*The World's Cleanest Paper
Mill*

Makers of Vegetable Parchment, Waxed and Bond Papers

READY FOR BUSINESS EXPANSION

Ever since our country felt compelled to take a hand in the big war, business that did not directly pertain to the war had to stand aside and let the military machine have a clear track. It took some time to make necessary changes. So it also takes time to get back to a peace footing. But every day counts. A tremendous amount of industrial expansion is waiting in the hope of lower prices; but there is little probability of much price recession while such a great demand seems assured.

Printing is sure to have its full share of the accompanying prosperity and it is probable printers will be the first in harness in preparation for the boom.

We have the latest machinery and equipment and in all ways have the decks stripped for action—just as we had while the war lasted—and our large plant is at your service any hour or every hour. Whatever you want in the way of composition you may find here and be sure of satisfaction.

Our ears are close to the telephone

PETERSON LINOTYPING COMPANY

523-529 Plymouth Court, Chicago Telephone Harrison 6280

Private Exchange to All Departments

J. W. HASTIE, President
MORTON S. BROOKES, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

Announcement

Membership Committee, Franklin-Typothetae of Chicago

A Goal for Chicago:

Every Printing Plant a Member,

Every Member Using a Standard Cost-Finding System,

And Every Member's Full Allegiance to the Entire Program of the Franklin-Typothetae of Chicago.

ACCORDING to information on file with the Franklin-Typothetae of Chicago, there is present in our industry today a disease that clings to the vitals of every local printing plant.

Whether or not this disease will gradually be eliminated depends entirely upon the attitude and performance of those who compose the printing industry, and especially, whether or not a minority or a majority of the printers will join in a wholehearted way to eliminate it.

It is the observation of your membership committee that for some years the Franklin-Typothetae of Chicago has been diligently prescribing a remedy intended for the improvement of the printing industry. This remedy, however, has been used by only the minority of those printers who compose not only the local industry, but our organization as well.

Today, in our industry in Chicago, which we acknowledge as a growing one, are some plants fairly prosperous, others barely living, many in desperate condition, and others who long ago would have vanished but for the privilege of having more lives than the proverbial cat. Such a situation should greatly concern us, for it is pulling backward and retarding a forward movement of the industry, and handicapping the more progressive and ambitious plants in numerous ways.

That it is possible to improve conditions as a whole is proved by the fact that wherever a printing plant management has faithfully administered to its business the recommendations of the Franklin-Typothetae of Chicago, that particular business has

seen the disease, which now besets the industry as a whole, actually disappear from its premises and policies of doing business.

This is an encouraging thing, for it proves to us that we actually can improve our industry if we as individual plants will recognize and act upon the prescription given us by our organization.

Because of this, we should take courage and display some enthusiasm over the program of activities that is being fostered by the Franklin-Typothetae of Chicago. It is a line of education which every printing plant management in Chicago has need of. And to the degree that this program is accepted and stood back of by the individual plant, yours and mine, will we eventually eradicate the disease that is now so prevalent, and through contagion of action, is spreading its undesirable influence over the vitals, namely the profit account, of every printing plant in Chicago.

Having right at our fingers' ends a remedy for a deplorable condition, should prompt us to wake up to our opportunity, for we are engaged in the best business of all lines of business, in that the market for our product is universal.

Right now, we are facing a period of reconstruction which sifted to a final analysis means that every line of business is seeking new avenues of distribution, new markets, in short new customers. And no one will dispute the fact that accomplishment in this direction will call for a liberal use of printed matter.

Gentlemen, what other line of business is there that serves so thoroughly all lines of industry as

does our own? Our product has a universal market, and right now a most lively one.

Therefore, if ever there was an opportune time for constructive organization work amongst our members, and other printers of Chicago, it is NOW. And if ever our organization had a constructive and far reaching program, it is today.

We should be upon our toes, gentlemen, to back it up. To learn of it in detail, so we could take into our own business establishment the measures assuring better practices, better management, legitimate profit, and above all, a way of so doing business ourselves that our brother printer will have a square deal from us and an equal run for his money.

You have read many times before a more eloquent discourse than this, but believe me, please, you have never before been admonished to lend aid to improving conditions at so opportune a time as today.

Another thing: for the past year our whole concern has been forced upon the settlement of labor issues and wages, all of which represents "outgo" for all of us. Now, gentlemen, let us all stand behind a movement that primarily considers "income." For unless we do, how are we to provide a sufficient income to pay the wages we have increased, together with all other mounting expenses that enter into the manufacture of the printed product? Recognition of a serious kind must be given this situation, for statistics carefully compiled by our local office from Chicago plants indicates that generally speaking, the printed product of Chicago is sold below that composite cost figure which likewise comes from these same plants.

Your membership committee, in attempting to emphatically call to your attention our present situation, is leading up to the announcement of an addition to our organization staff of workers, which calls for real co-operation from all of us.

Recently the executive council of your association gave authority to the membership committee to employ a field secretary for the Franklin-Typothetae of Chicago.

The very best man has been found, Mr. F. W. Randolph, and he is now working in conjunction with the national organization, both at its headquarters and in Detroit, and will, within another week, be in our midst ready for action. This field

secretary will devote his entire time in visiting the membership, assisting all standing committees in bringing their services right into the heart of each member's plant. He will closely link with Chicago's problems the large and constructive program of the national organization, to the end that our association will not only be the largest printers' organization in the world, numerically as it is today, but the most intensive, result-obtaining agency known to the printing industry.

Gentlemen, you now have the necessary machinery to travel forward during 1919, and if but slow and disappointing progress is made throughout the new year before us, the reason for it will be but one: your non-interest, your failure to respond and to play your part in a big, manly and unselfish manner.

Your membership committee not only asks, but pleads for your full-hearted support and co-operation in behalf of this important step.

The January meeting of the Franklin-Typothetae was held Thursday evening, January 16th, at the City Club. A full report will be given in our February number.

Chas. L. Estey, director of the advertising bureau of the national association, and Dudley Taylor, general counsel for the Associated Employers of Illinois, were the speakers of the evening.

The writer is unaware of the amount of the annual dues of the Franklin-Typothetae, but he ventures to say that were he a printer and a member he would feel that he had secured the full value of his dues at one time by having the privilege of attending the January meeting and hearing this talk of Mr. Estey. Read it in our February number.

R. B. Nelson, assistant secretary of the Franklin-Typothetae of Chicago, is taking a course at the Northwestern University on "Interpretation and Application of War Taxes." Mr. Nelson last year took an extended course at the La Salle University on War Tax Accounting, which enabled him to render invaluable services to the members of the Typothetae in 1918. This additional study at the Northwestern he is taking up to amplify and secure the present-day application of war taxation in order to assist members in making out their income taxes this year.

The New Year offers greater opportunities, better business conditions, and all indications point to a steady expansion throughout the year.

MENDELSON BROS. PAPER STOCK COMPANY
CHICAGO, ILLINOIS

EMPLOYING RULERS AND BINDERS ASSOCIATION

(A Division of the Franklin-Typothetae)

Work in the trade plants has continued fair. There has been a shortage of rulers, however.

Fred Weil of Weil Bros. has been ill with the "flu."

At the annual meeting of the Employing Rulers and Binders, the following officers were elected for the coming year: P. J. Mortell, chairman; D. A. Galantiere, vice-chairman, and L. M. Reding, treasurer.

Frank Gould, P. J. Aggerbeck and E. P. Snider were the lucky ones in the holiday turkey drawing. The secretary was lucky, too. He picked good birds in buying, thereby escaping a "come back."

John M. Killian of the Duluth Typothetae was a visitor in Chicago the latter part of December. Incidentally, he was after a ruler to take back with him. The shortage of rulers appears to be nationwide.

B. C. Eger of Gould & Eger has been having serious trouble with his right eye, but is on the mend now.

TRADE COMPOSITION ASSOCIATION

(A Division of the Franklin-Typothetae)

Henry Allen of Denver, formerly a resident of Chicago and well known to many here, was in attendance at a convention of printing trades secretaries, held at the Sherman House, December 28th.

Work in the trade plants has been good, some of the houses reporting exceptionally good business.

There has been a steady demand for monotype operators the past month.

E. J. McCarthy is the newly elected chairman of the Trade Composition Association; S. T. Jacobs is vice-chairman and D. W. Mathews, secretary.

E. P. "Dad" Mickel of Nashville, Tenn., was a visitor at national headquarters and also presided at a meeting of printing trades secretaries and managers held at the Sherman House, December 28th. "Dad" is known from Portland, Me., to Mexico City, and from Portland, Ore., to Tampa, and is held in high esteem by those fortunate to know him.

D. W. Mathews of the Mathews Typesetting Co. was exonerated by a coroner's jury of blame in the unfortunate result of an automobile accident on Lake Shore Drive, December 17th.

Membership in divisions of the Franklin-Typothetae is invaluable. It means being in close touch with trade conditions, and knowledge of things in general that is not known to the individual going alone.

George Barr, night foreman at the Standard Typesetting Co., died of influenza, December 14th. A widow and four children survive.

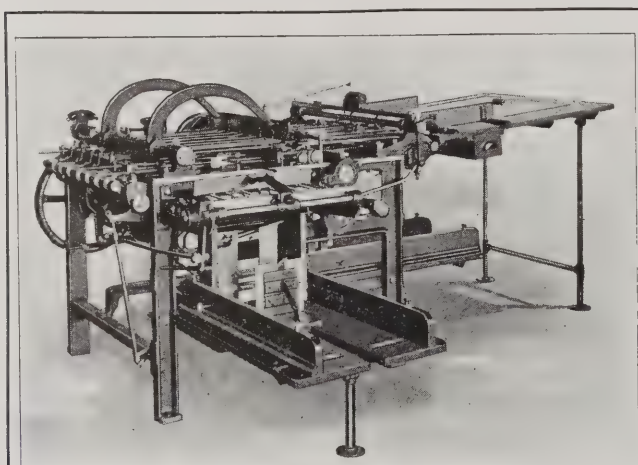
Lieut. Chester A. Longwell, a Standard linotype operator now in France, in a letter to H. I. Wombacher, says: "I was transferred some time ago to the seventh division—a hard-boiled, hard-fighting, devil-may-care part of the regular army. . . . One Hun took a pot shot at me at less than ten yards and missed. . . . I carried a trench knife and a revolver—both went into action with dire results for the Hun." Some difference between tickling the ivory on a Merg and the ivory on a Heinie!

The Hawkins & Loomis Co. have certainly made great strides the last few months. Their business has grown to such an extent that it now requires a four-trunk line telephone exchange to handle the calls. As we look back, and think that previous to July, 1918, this company and its "service" was simply an ideal in the minds of a few, we more readily appreciate its wonderful growth. A night force, complete in every detail, augments the day force.

F. S. Morris recently received a letter from Earl Kiser, with the 113th Eng. Tractors, stating: "Dust off my chair for my job and tell the Dutchman on the corner to have a few steaks ready for me on my return." Earl was a lino. operator for Mr. Morris, and his job will be ready for him on his return.

C. L. Just of the Superior Typesetting Co. was busy on the desk during the illness of George Jaeger with the "flu."

The Smith-McCarthy Typesetting Co. reports that business during the past year was on the whole, satisfactory. This company did a large amount of direct advertising last year, besides the issue of a new 184-page specimen book. No concern in Chicago has been more progressive along the line of advertising, and we are informed that they plan something new and novel for 1919. As they are constantly springing a surprise, we await with interest their latest.



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

MECHANICAL CHECK ON COSTS

A new mechanical device known as the Production Meter has been put on the market. This machine registers accurately, productive and idle time of presses, which must be conceded is a most important service to any printer who closely watches his costs.

This machine may be connected with any number of presses up to forty-four and makes automatically an absolutely accurate record right in the superintendent's office where the recording machine may be placed.

This invention has not been rushed onto the market, but has been thoroughly tested during the past two years and proved successful through use by some of Chicago's largest printers and lithographers who have commended the machine in their letters of endorsement to Mr. W. C. Thompson, the company's manager.

Letters received by Mr. Thompson contain in part, the following commendations:

"Enables us to increase our output greatly by the elimination of the number of avoidable idle periods which are shown by the meter."

"Great help in checking the efficiency of the presses is gained through the use of 'set back counters' used in conjunction with chart."

"This supervision has enabled us to raise our output at very small clerical expense."

"We are well satisfied with the system."

"Information gained through use of meter is most important in press room and we have found the Production Meter beneficial in many ways."

This machine is being placed on the market by the Production Meter Company, with headquarters in Chicago.

Though having had to face numerous difficulties in its career, the Dearborn Type Foundry has surmounted one after another, and the prospect now is for decided success with its various specialties.

In the International Bookbinder for January the employees of Brock & Rankin gave a testimonial to the late Charles E. Rankin such as few ever receive, as the following extract shows: "Charley served his apprenticeship with the boys; grew up with them, endured their trials, which enabled him to appreciate our trials with a deeper understanding than is the opportunity of a good many superintendents. The life of Charles E. Rankin should be an inspiration to all who knew him, especially those who have worked with him. Kind and genial in nature, cheerful and optimistic in spite of the troubles he himself was laboring under, forbearing with those who disagreed with him, true and steadfast to his fellow workers."

ATTENTION!

With all the talk about "expansion," we trust that our readers will pardon us if we call attention to our own expansion this month. We are glad to announce that we have with us fourteen new advertisers. We congratulate and thank them and bespeak for them the hearty co-operation of our readers. They are assisting us in growing, which means we are enabled to render our readers more efficient service. Share with all our advertisers your business during 1919.

Production Meter Co.
Mechanical Time Press Recorder.
Sinclair and Valentine Co.
Printing Ink.
Howard Paper Co.
Manufacturers Howard Bond.
Knox and Wolcott Paper Co.
Fine Papers.
Grier Press.
Printers and Die Cutters.
Blomgren Bros. & Co.
Engravers.
Alsteel Manufacturing Co.
Steel Balers.
Dearborn Type Foundry Co.
Typefounders.
Chas. H. Luck Envelope Co.
Envelopes.
Schroeder Bros. Co.
Electrotypers.
Brock & Rankin.
Book Binders.
Boam Typesetting Co.
Typesetters.
Printers' Machine Works.
Printers' Machinists.
Chicago Lino-Tabler Co.
Tabular Equipment

Mr. Charles Engdahl has returned to the firm of Holmgren, Engdahl and Johnson Co., where he acts as president and manager, having been out of the firm for four months doing his bit for our country.

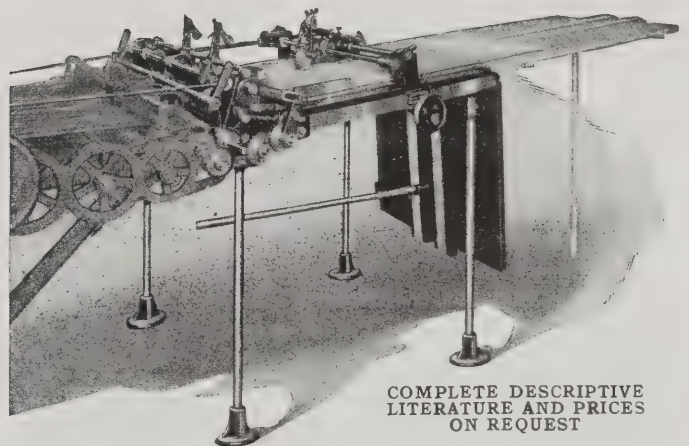
Mr. Engdahl in his patriotic work served on all war drives, but is now returned to business and says that he is able and ready to take care of his old customers and take on new ones.

His lasting slogan is: "Books bound by us are bound to satisfy."

"Practical Linotype Specimens" is the title of a neat little booklet sent out by the Boam Typesetting Company. Good progress is reported by the company, which has just begun to grow and will be heard of frequently in the future.

Printers likes and dislikes run to extremes, as do everybody's. It was either the ninth floor or the basement for many.

AUTOMATIC
C
C
A
I
N
FEEDERS-FOR-FOLDERS



COMPLETE DESCRIPTIVE
LITERATURE AND PRICES
ON REQUEST

A POSITIVE WAY

TO PROCURE

UNIFORM MAXIMUM
PRODUCTION

MCCAIN BROS. MFG. CO.

29 SO. CLINTON STREET
CHICAGO

MAIN 1485

Die Making and Die Cutting

For Printers, Lithographers and
Calendar Manufacturers

Save Yourself Time, Trouble and
Money by Calling

The Grier Press

Telephone Harrison 5734

515 South Dearborn St.

Chicago

BLOMGREN BROS. & CO

ESTABLISHED 1875

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS

512 SHERMAN ST.
CHICAGO

Local Chicago News

The Western Type Foundry has been bought by Barnhart Bros. & Spindler. Mr. L'Hommedieu, whose hustling qualities have made him well known to the trade, takes charge of the retail sales department in Chicago in the Barnhart house.

The estate of the late President H. H. Laham of the Latham Machinery Company proves on inventory to be about \$100,000, which is much more than estimated at the time his will was filed. His widow and two sons share the estate.

All the assets of the Keystone Electrotype Foundry except accounts receivable and cash on hand were put up for sale January 20th by the trustee acting for creditors.

Wright A. Patterson was elected president of the Press Club of Chicago. Chris Haggerty was elected first vice-president. The other officers are: Dr. G. Cooke Adams, second vice-president; James F. Stepina, treasurer; Walton Perkins, secretary; Harry Hargis, librarian, and Frank Comerford, counsel. The new directors are: Lou M. Houseman, William J. Shanks and P. F. Lowder.

The Denton-Nelson Company and the J. L. Thwing Company, two printing firms in Duluth, Minn., have become incorporated as the Thwing-Denton-Nelson Company, with offices at 23 Lake Avenue, North, Duluth.

Oswald Borum of New York has joined the staff of William H. Rankin & Co., Inc., Chicago, as copy man and art director.

James D. Sims, former private secretary of William H. Rankin, head of the advertising agency of that name, will shortly return from naval service to resume his connection with the agency. Lyman Wells is another Rankin man who is expected home soon from overseas.

J. W. Boggs, for two years assistant sales manager for P. Cretors Company, Chicago, has joined the copy department of the Mallory, Mitchell & Faust Co., Inc., Chicago advertising agency. He will assist on the research and copy end.

Bruce Yale Kleinsmid has become assistant to Robert C. Fay, advertising director of the Chicago Paper Company. Mr. Kleinsmid was, until recently, connected with the sales staff of Jahn & Ollier, Chicago engravers.

Isaac Peterson, treasurer of Row, Peterson & Co., school book publishers, Chicago, died January 7th in Los Angeles. With his wife and daughter, he was on his way to San Diego, on account of ill health. The cold weather and high altitude on the journey were too much for him and he died before reaching his destination.

R. J. Soderstrom, a legislative representative from Streator, Ill., is a linotype operator and was at one time employed in the Peterson Linotyping Company's plant in Chicago.

November and December were banner months in the history of the Superior Typesetting Company and the outlook for 1919 is very promising.

Messrs. Just, Cuchna and Smith are practical men, familiar with every angle of the typesetting business, know how to get the business and turn it out at a profit.

Several employees who were serving their country are back on the job and more are on the way.

The quaint Herrick cuts are now owned exclusively by Schroeder Bros. Company, 120 West Polk Street. These are of exceptional value in so many kinds of printing that the trade should use them extensively. The prices are lower just now.

The Printers Machine Works, 130 South Clinton Street, have been busy with repair work the past year, but now that war restrictions on material are removed it is again able to supply the trade with Reliance paper cutters and Model ink fountains, etc.

The Peterson building, which was prevented from completion by the war, is to be finished in good shape at the first favorable opportunity. Both the Peterson and the Regan plants are very busy.

The Chas. H. Luck Envelope Company manufactured 4,000,000,000 envelopes for the government and started the new year with a great deal of work. Two of the company's employees—Thomas Kriegel and Frank Wozenski—were on the firing line, but were fortunate in escaping injury except a wound in the hand. They are expected back in March and will find their old positions waiting with increased salaries.

Dan Shelly, who died in Chicago, December 16th, after falling a victim to the influenza epidemic, had a varied experience in the printing trade. About thirty years ago he was night editor of the Omaha Bee. In 1887 he was foreman for the Rees Printing Co. of the same city. In 1886 he was president of Omaha Typographical Union. A few years ago he held the position of secretary of the Ben Franklin Club. Lately he has been a salesman in the supply business. A wife and six children survive, two of them girls and two of the boys being in the army in France.

A printing crafts reconstruction board has been formed in Omaha to serve as an adjusting bureau between employers and employees. C. C. Corey of the Corey-Mackenzie Printing Company is president; John H. Martin, president of the Typographical Union, is vice-president, and C. J. Anderson, secretary of the Allied Printing Trades Council, holds the position of secretary of the new body.

Inventor Stevenson was in Chicago Christmas week and said he felt in fine condition. He has found the key to success, apparently.

Right at the height of the epidemic President Harders of the Federal Electrotpe Company had a strenuous time. His family became victims at the very time conditions compelled him to overwork,

Our Duty

"It will now be our fortunate Duty to assist by Example, by sober, friendly Counsel and by Material Aid, in the establishing of a just Democracy throughout the World."

—WOODROW WILSON

Sinclair & Valentine Co.

Printing & Lithographic Inks

NEW YORK

Boston Philadelphia Baltimore St. Louis Chicago
New Orleans Cleveland Toronto Montreal Winnipeg

Modern Machinery

Used late style

1. 34 in. C. & P. Power Cutters.
2. 14x22 Thomson Press.
3. 25 and 30 in. Advance Paper Cutters.
4. 44 in. Seybold Cutter.
5. 54 in. Seybold Auto.-clamp Cutter.
6. Pony 41, 56 and 62 in. Miehles.
7. Pony and large 2 Rev. and Drum Presses.
8. 19x25 and 25x34 Hall Job Folders.
9. 36 and 40 in. Seybold Dayton Cutters.
10. 25x35 Vandercook Proof Press.
11. No. 6 $\frac{7}{8}$ in. Morrison Stitcher.
12. No. 4 $\frac{1}{2}$ in. Boston Stitcher.
13. $\frac{1}{4}$ to $\frac{7}{8}$ in. Monitor Stitchers.
14. 32x44 and 36x48 Dexter Folders.
15. 12x18, 4 roller Golding Jobber.

See our Classified Ads

WANNER
MACHINERY CO.
A.F. WANNER PROP.

714-16 South Dearborn Street
CHICAGO, ILL.

PHONE: Harrison { 6888
6889

SHOPS: 215-23 W. Congress St.

yet he escaped the disease himself and his family fully recovered.

The 1918 totals of the W. F. Hall Printing Company are: Magazines, 20,787,925; periodicals, 12,564,780; catalogues, 12,048,948; supplementary catalogues, 23,304,470. The quantity of paper used was 47,525,314 pounds and ink 920,290 pounds.

Mrs. Laura Thorne Donnelley, wife of Reuben H. Donnelley, left an estate worth \$1,000,000. Her husband is to have \$200,000 and nearly all her personal property. The balance of the estate is left in trust with her husband, a brother (Robert J. Thorne), and James O. Hinkley, to be divided between her son Thorne and her daughter Eleanor.

The Rockford (Ill.) Register-Gazette has increased its size and changed its dress from eight-point to seven-point. Edgar E. Bartlett, the publisher, has added to the equipment two Model C s. m. Intertypes.

Edwin T. Earl, owner and publisher of Los Angeles Evening and Sunday Express, died suddenly of heart failure at his home in Los Angeles, January 2nd. He made a large fortune in the fruit industry. His widow is left with a family of four minor children.

T. E. Donnelley was made chairman of the publicity committee in the Chicago Crime Commission, an organization originated by the Chicago Association of Commerce to fight six years to reduce crime and remove the causes for it.

DISPLAY COMPOSITION ON KEYBOARD

The Model 20 display linotype is another step in advance in the field of all-slug composition. It is designed to handle the larger faces required for advertising and display composition with the same facility as straight matter, and is said to reduce hand composition above 18-point more than 80 per cent.

It represents no radical departure in linotype construction, but closely resembles the well-known and popular Model 5. It is equipped with special short magazines that accommodate all 18-point and 24-point linotype faces and many of the 30-point.

The magazines, which are light and compact, are conveniently kept on a revolving rack within arm's length of the operator. To change from one to another takes less than half a minute.

STEEL WASTE PAPER BALER

Due to the scarcity of raw materials during the past four years, a great deal of publicity was sent broadcast over the country with the object of bringing before every factory, office and home the necessity of saving waste paper.

The printers of the country were given hangers for their shops and in many ways kept before the minds of everyone in their establishments the need of saving all waste paper.

This campaign aided the development of many mechanical balers, great and small, and these have proved of great value in the collecting and binding together of waste paper, in a compact bundle readily marketable.

The majority of large printing plants have used balers for some time.

The writer, on a trip to Battle Creek, recently, was given an opportunity to investigate the Fire-Proof Baler, manufactured by the Alsteel Manufacturing Company, whose factory is located there.

After a demonstration it was apparent to the writer that this is as light, strong and as easy operating a paper baler as has been seen. It can be readily moved like a truck from place to place.

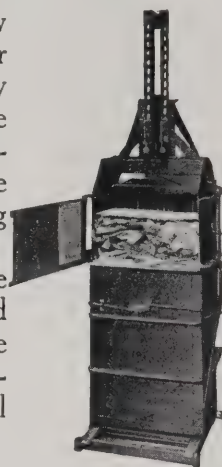
The company manufactures these in three different sizes, suitable for any size printing plant.

The Alsteel Manufacturing Company has furnished a great number of balers to the United States government during the period of the war, besides filling numerous orders for printing plants and users of paper.

It is better for a printer to know everything about something than it is to know something about everything.

"Courtesy is not the cloth of manners. It is of the heart, particularly organization courtesy."—Van Amburgh.

The law of averages shows that sooner or later the weak printer finds himself up to his neck in the slough of despair.



**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

REVIEW OF STANDARD

William Mash, who had charge of the monotype keyboards of the Standard Typesetting Co. for about four years, but who was inducted into the army early in 1918, serving some months in the cavalry in Texas, earning a promotion to sergeant, and later entering the field artillery officers training camp at Camp Taylor, is back on the job at the Standard.

Mr. Mash, like the great majority of the boys in the training camps when the armistice was signed, did not finish the course, but returned to civil life, full of "pep" and with renewed ambition.

There are many great businesses that have become great because of the capital behind them, others that have prospered because of timely products or unusual conditions; but the business of the Standard Typesetting Co. of Chicago is an example of a big business built on service given its customers. The fact that service is appreciated and that it pays to render service is proved by the rapid growth of this corporation into its present position of importance in the Chicago field.

The Standard Typesetting Co. was incorporated in August, 1910, and the first work turned out the following month. The incorporators were R. H. Wood and H. I. Wombacher. A modest corner of a printing floor was leased and two machines, with six fonts of matrices, installed as the complete

mechanical equipment. Five months after the start was made Mr. Wood sold out his interest to Mr. Wombacher, who firmly believed that, with careful supervision and the unalterable policy of



H. J. WOMBACHER

giving customers the best service possible, a prosperous future lay ahead.

While it was the intention of Mr. Wombacher, originally, to offer an exclusive linotype service, the rapid development of the monotype, and the practical value of this typesetter as a supplement to linotype, caused him to install the first monotype

Printers and Lithographers Who Are Looking for

Coated Book and Coated Lithograph Papers

that combine the two essential elements of

QUALITY AND UNIFORMITY

should bear in mind that *Watervliet Papers* are made in a mill equipped in every particular to insure the manufacture of a coated sheet fitted to meet the most exacting requirements of *each* individual order.

Our papers are sold through the jobbing trade. Sample sheets and the nearest jobber handling our papers will be gladly furnished you.

Watervliet Paper Company
Watervliet, Mich.

THE MONOTYPE

WISHES ITS USERS
AND ALL PRINTERS

A Prosperous New Year Nineteen-Nineteen

The New Year brings to the printer promise of peace and abundant business, which means prosperity if his plant is efficiently equipped to handle the work, especially if his composing room is on a Non-Distribution basis.

There is still a shortage of skilled labor, which will continue for some months to come, and the wise printer will provide against loss by equipping his composing room with Monotypes and Non-Distribution and thus eliminate all waste time.

The Monotype printer will find the Non-Distribution System his best helper this year in taking care of unusual conditions and keeping down high costs by making all the time of all the compositors productive time.

Business is even now starting to move more rapidly, and the amount of printing that will be needed when it catches its gait will eclipse any former demand that you have ever known. This will be a printers' year. Are you ready?

**The Beginning of the Year 1919 is
the Time to Improve your Com-
posing Room Equipment by the
Installation of the Monotype and**

The Non-Distribution System

**Lanston Monotype Machine
Company
PHILADELPHIA**

NEW YORK BOSTON CHICAGO
TORONTO
Monotype Company of California,
SAN FRANCISCO

and equipment after locating at the present location of the firm at 701-703 South La Salle Street. In these quarters ample space was afforded for the increased equipment and the "make-up" department, which was another adjunct found necessary in offering service to printers.

But the increasing demand which was the natural result of the service given soon outgrew the enlarged quarters and the increased equipment which has been added from year to year. In 1918 the entire floor of the building was leased, and the floor space doubled. New linotypes and monotypes, with equipment, were installed to keep pace with the increasing requirements of customers.

To afford prompt service, a switchboard has recently been installed. All proofs are read by expert proofreaders against the copy, and thus mistakes are eliminated just as far as is humanly possible without unnecessary loss of time.

With its present big plant and its policy of "service first, last and all the time," rush composition jobs can be given immediate action, and composition can be in the hands of the printer in a remarkably short space of time. It is this prompt, painstaking and intelligent co-operation that has established the business of this house on its present high standard.

While the healthy and handsome growth of the Standard Typesetting Co. has been due to the foresight and personal management of Mr. Wombacher, liberal recognition is due to the wholehearted co-operation of his able lieutenants, Graves Whitmire and Walter H. Aitken. Mr. Whitmire is well known to all commercial printers in the city, while Mr. Aitken has looked after the interest of the firm among the publishers and book printers.

As an assistance to its customers, the Standard Typesetting Co. issues a catalogue of type faces and practical information which is of great assistance in making copy for type and making selection of the best suited type to the job. The specimen set ups show how the type will run, both leaded and solid. This specimen booklet is furnished without charge to printers and composition buyers.

THE BLUNDEN-LYON COMPANY

108 WEST
HARRISON
STREET

CHICAGO

PHONE
WABASH
7210

A big, comprehensive line of usable sizes, weights
and colors in Bonds and Ledgers
in stock at all times

**BLYCO
PAPERS**

USE

BLYCO BOND

**BLYCO
PAPERS**

Ben Franklin's Thriftograms

Sabe and habe.

Every little makes a mickle.

Little strokes fell great oaks.

A rolling stone gathers no moss.

God helps those that help themselves.

Spend one penny less than thy clear gains.

Look before or you'll find yourself behind.

The way to wealth is as short as the way to market.

He that waits upon fortune is never sure of a dinner.

Money can beget money, and its offspring can beget more.

It is foolish to lay out money in a purchase of repentance.

Learning is to the studious and riches to the careful.

Waste neither time nor money, but make the best use of both.

Remember that money is of the prolific, generating nature.

All things are cheap to the saving, dear to the wasteful.

If you would be wealthy, think of saving as well as getting.

Beware of small expenses; a small leak will sink a great ship.

A penny saved is a twopence clear. A pin a day is a groat a year.

Gain may be temporary and uncertain, but expense is constant and certain.

Buy what thou hast no need of, and ere long thou shalt sell thy necessities.

It is easier to suppress the first desire than to satisfy all that follow it.

He that murders a pound destroys all that it might have produced, even scores of pounds.

Editor's Note.—January 17th, 1919, was the Two Hundred and Thirteenth Anniversary of the birth of Benjamin Franklin, the patron saint of the printer. It is a great privilege to reproduce above a list of his "Thriftograms." As our readers, no doubt, are aware, the likeness of Ben Franklin is to be used upon the 1919 issues of Thrift Stamps.

THE OSWEGO

HAS A NEW KNIFE MOTION

The new Oswego End-Pull Motion retains all the advantages of the Oswego reliable crank motion and Double Shear Stroke.

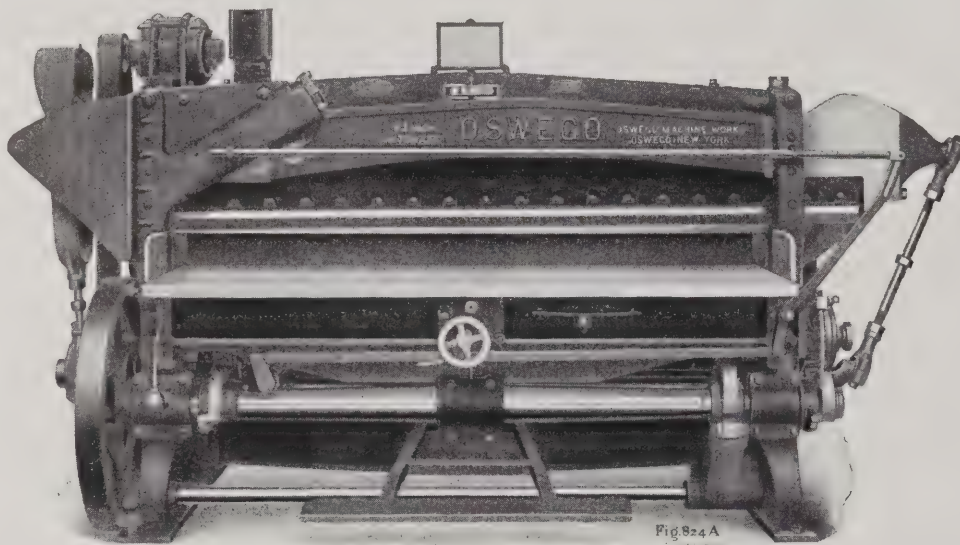


Fig 824 A

The New Oswego End Pull

Eliminates All Chatter. Makes a Glass-Face Cut on the Hardest Materials. Conserves Power and Knife Wear. Secures Rapid, Accurate, Clean Cutting.

To prove to yourself the value of the Oswego End-Pull Motion, try cutting hard linen ledger or bond papers and compare results with any other method.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

Main Office and Works, OSWEGO, N. Y., U. S. A.

NEW YORK
2720 Grand Central Terminal

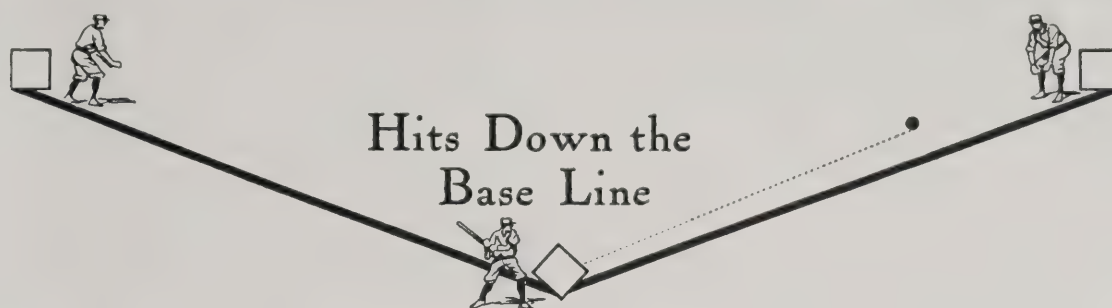
CHICAGO
436 First National Bank Bldg.

ST. LOUIS
1500 Central National Bank Bldg.

CUTTING MACHINES EXCLUSIVELY—NINETY SIZES AND STYLES
All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch.
FOR PAPER, BOARD, CLOTH, CELLULOID, RUBBER, CORK, ETC.

Sent on request: The remarkable list of SOME USERS, embracing the entire globe.

The Oswego is the Best Cutting Machine



Hits Down the Base Line

With this issue H. D. B. L. cleans up the diamond, polishes the bat, tightens on the mitt and gets ready for pennant honors in 1919. But before the "umps" announce the batteries and calls "play ball," let us take the time to thank our patrons, contributing and reading, for the tips given and the dope furnished us in 1918. We want the fans to feel that The Column needs them and that the result will be, after 1919 has been counted out, that we shall all feel we've played a better game, had less fouls, and that our co-operation and team work is what will bring results.

Ray Mairson has just returned from camp in Georgia (not Oglethorpe) looking fit enough to take on Jack Dempsey or any other aspirant to such honors. Mr. Mairson is back in his old position with the G. B. Williams Printing Company.

H. L. Dibble of Clyde, Ohio, has returned home after a trip to Chicago.

Earl N. Clausen, of Buffalo branch of the Dunn Ink Works, is spending a month's vacation in our Illinois metropolis. Earl has been kept very busy since his arrival.

Roy I. Buckie of the Buckie Company, and who is now in the navy, was home on "shore leave" during the holidays.

Mr. Jensen, proprietor of the Jensen Printing Company, Minneapolis, Minn., was in Chicago buying some new equipment for his plant.

The regular dinner-meeting of the Printers' Supplymens Club was held on Friday, January 3rd, at the Morrison Hotel. There was a good attendance, which meant that the members have the future good of the club at heart. This organization is in its fifth year and bids fair to become a factor in association life in Chicago.

As this meeting was set aside for the election of officers, there was no outside speaker, but several of the members responded to their names.

E. J. McCarthy, Smith-McCarthy Typesetting Co., was elected president.

C. P. Evans, Miller Saw-Trimmer Co., vice-president.

Will S. Menamen, Mergenthaler Linotype Co., treasurer.

Chas. H. Collins, secretary.

Illuminate, Jim, illuminate—We hear that our honored friend of the Printing Machinery Company has been much interested in the lighting situation of late and—why the spot light, Jim?

A little late, perhaps, but we are interested to know how that vinegar worked which was recommended to Bill Kennedy, Dunn Ink Works.

Harry E. Hillman, who has been away from the loop and its environs for some time, is back again.

Frank Gleeson, the young ace of Gleeson Bros. Printing Co., is back in civies. The column desires to wish him, as they say "over there," the "best o'luck" in his business of peace; for, thanks to him and all our boys, the business of war has, we hope, been brought to a successful conclusion.

Frank G. Brazelton, well known ink man, is now with Dunn Ink Works.

Earl Stephens, formerly of Chas. Eneu Johnson Ink Co., is now with the F. A. Barnard & Son Co.

Ed McGuire of Kalamazoo Label Company is seen quite frequently in Chicago, ostensibly on business. Tear them up, Eddie.

Frank Wakeman of the True Northern Publishing Company, Paw Paw, Mich., was in Chicago. Welcome is extended from the columnites.

Franklin Wanner of Wanner Machinery Co. states that business in 1919 is starting off with a rush.

Get into Action! If you want action for your advertising put it in Ben Franklin Monthly.

Ink men are certainly patriotic. Scott M. Egan, traveling representative of the Sinclair & Valentine Company, we hear, is a large subscriber to the Fourth Liberty Loan.

Chas. H. Ault, president and treasurer of the Jaenecke-Ault Company, Newark, N. J., is in Chicago conferring with Joe Anderson, western sales manager of this company.

The Big Chief, who is an ardent reader of B. L. T.'s Line-o-Type, Chicago Tribune, insisted on space in these columns to insert this from the "Line."

"Try the kaiser, say the Germans, who tried him for forty years and have used no other since."

Following are some admissions gained under pressure from Jo Anderson, the new western sales manager of the Jaenecke-Ault Co.:

"Been in jail.

"Been in love.

"Been in business.

"Used Jaenecke inks in my California office twenty-five years, found them splendid. (In explanation, Mr. Anderson owned and operated a successful Print Shop in Sacramento.) Last September met Mr. Ault in New York, like his inks,



JO ANDERSON

he was splendid. Offered me the western sales managership with headquarters in Chicago, and here we are, 'me and the dog.'

"I am going to give Mr. Ault the best that is in me, that his confidence will not be shaken, and play the game square, that's all."—Jo Anderson.

[Editor's Note.—Ben Franklin Monthly, in its next issue, will take pleasure in giving some excerpts from one of the products of Mr. Anderson's Shop, viz.: "Me and the Dog," a little sample of printers' art which we confess we would like to own.]

Bill Bromley, retiring from his activities as a baseball magnate, has departed for Pittsburgh, where, it is understood, he is to go into the field for the Franklin-Typothetae.

John Holly, Boston manager for the Cleveland Folding Machine Co., was in the city for the holidays and left with the Chicago manager, Jim Vance, for Cleveland to attend the annual meeting of the salesmen in that city.

R. E. Sleight of the Sleight Metallic Ink Co. was in the city to talk over plans with Mr. Al Lake, Chicago manager, for the ensuing year. This firm manufactures a very high grade of printing and litho inks as well as the gold and silver inks which are so well known.

E. J. McCarthy has been elected president of the Printers' Supplymens Club.

Scott M. Egan of the Sinclair & Valentine Co. has just returned from a visit to their factory in the east.

Harry Sheldon, formerly southern representative of Buckie Company, is back with his old love, the Goss Printing Press, as salesman, with headquarters at Indianapolis.

Pat Patterson of Grand Rapids, Mich., was here during the cold spell. Kind of rough on Pat.

There is no better way to keep your name before the Printing and Paper Trades of the "Industrial West" than by advertising in Ben Franklin Monthly.

The average labor cost of producing a ton of paper has increased 75 per cent in the period of 1912-1918.

Johnnie Bopp, formerly of Sinclair & Valentine, is now with Sleight Metallic Ink Co.

BIG DECREASE IN FAILURES

The proof of the very satisfactory condition of business in 1918 and the conclusion from this that the present year starts with a particularly favorable prospect is shown by Dun's statistics. There were only 9,982 failures last year, and this beats the record for over a quarter of a century, with the exception of 1899, when there were 9,337. The amount of liabilities fell to less than any year since 1909, this feature giving a more uncertain index because one or two large concerns getting into financial trouble will swell the total and mislead. Another encouraging point is that each quarter last year showed better than the previous one, the final quarter bringing the number of failures down to 1,913, which is under 20 per cent of the total for 1918.

Absolute Register Easily and Quickly Obtained and Retained

With the Warnock and Sterling Systems of Plate-Mounting Blocks

Designed especially for plate printing where close, maintained register is imperative, and where rigidity against impression and adaptability to large or small forms are essential to efficient printing from plates.

Used and Endorsed by America's Most Prominent Printers!

Complete descriptive literature on request to

THE PRINTING MACHINERY CO.

TOM BATEMAN, General Sales Manager JAMES T. SHERMAN, Chicago Representative

552 S. Clark St.
CHICAGO

Main Office and Factory
Third and Lock Streets
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

DENVER NOTES

The Denver office of the Western Newspaper Union was visited by a somewhat severe fire in the composing room on the night of January 10th. Damage amounting to over \$2,500 was done to the battery of linotypes and other material before the firemen were able to extinguish the flames. The cause of the outbreak is a mystery and some are inclined to believe it was of incendiary origin. Owing to the excellent arrangements which are in vogue throughout the Western Newspaper Union, the fire did not seriously handicap or prevent work from the Denver office being gotten out for their customers.

Officers of Typographical Union No. 49 have signed an individual arbitration agreement with both the Denver Times and the Denver News which will have the effect of keeping the new scale negotiations out of the Colorado State Industrial Commission, which is generally recognized by the various unions in Colorado as being created unconstitutionally.

The Lithographers Union and the Master Lithographers of Denver have reached a satisfactory conclusion with regard to the matter of their wage controversy. On January 1st the old contract expired and after many conferences there was a hitch as to a settlement. On the 8th a final conference was held and the men accepted a bonus of \$3.00 during the year 1920 to apply to all men getting under \$30.00 and up to \$32.00. Those getting \$35.00 and over will not receive any advance.

Frank G. Pabor, formerly manager of the private printing plant of the Gates Rubber Company, is now managing the Capitol Printing Company, a platen shop situated in the Boston Building.

C. M. Welch, manager of the Brock-Haffner Press, was recently elected a member of the Board of Governors of the Colorado Manufacturers' Association.

Lieut. A. Braukman, son of E. H. Braukman of the Bankers Supply Company, is with the Army of Occupation corps. He wrote home recently of his work, which shows a wonderful experience in Germany.

Among the candidates for mayor of Denver at the election which will take place in May next is Otto F. Thum, formerly of the Union Printing & Publishing Company. Mr. Thum has taken an active part in non-partisan politics, and at the coming election the candidate likely to be elected is one who holds no allegiance to the republican or democratic party.

The difference between repartee and impudence among printers is the size of the printer who says it.

If a printer is unable to say nothing and saw wood, he should at least try to do one or the other.

MIDLAND PAPERS ARE
PRACTICAL PAPERS

CERTIFICATE BOND

Carried in Stock in White and
12 Colors

LAYS FLAT

Especially Adapted to
Halftone Printing
for Bond Paper

Phone
Main
142

MIDLAND PAPER CO.
322 W. Washington Street
CHICAGO

Holmgren, Engdahl & Johnson Company

EDITION
B O O K
BINDERS

412-420 Orleans Street
Chicago

TELEPHONES { Main 4928
Automatic 33423

"Books Bound by Us are
Bound to Satisfy"

Cincinnati

THE QUEEN CITY OF THE INDUSTRIAL WEST
KENNETH C. CRAIN, Rep.
307 First Natl Bank Bldg. Telephone Main 1959

The Franklin-Typothetae of Cincinnati enters 1919 with prospects of the greatest progress in its history, and with a year behind it which, in spite of handicaps and discouragements, furnished it with ample business and generous profits. Under the direction of H. S. Neal, executive secretary, the organization has moved its quarters from the somewhat out-of-the-way location at Eighth and Race Streets to the First National Bank Building, at Fourth and Walnut, in the very heart of the business district; and the move is a significant indication of the increasing extent to which the association is becoming a factor in the every-day life and work of its members, as its officers want it to be. The new quarters, besides being convenient in location, are ideal in their arrangement. There is just enough space, without being too much, with a reception room, a private office for Secretary Neal, and a good-sized assembly and lecture room for use in meetings and for classes. And, what is more, the new quarters are being used a lot more than the old, which is a good sign in more ways than one.

"For example," said Executive Secretary Neal, "during my first two weeks in Cincinnati, up at the old quarters, there were just five callers, and probably twice that many telephone calls. It was positively lonesome. But in the first ten days of 1919 there were, by actual count, 127 telephone calls, and there were twenty-five or thirty visitors, with the number of calls of both kinds increasing day by day. We are growing visibly, and the increasing extent to which members use the association and its facilities is one of the most inspiring things we could see."

The annual meeting and dinner of the Typothetae was set for Friday, January 17th, at the Hotel Gibson, with Dr. W. A. Ganfield, president of Center College, Danville, Ky., as the guest of honor and principal speaker. This famous educator is much in demand as a speaker, and promised a message of meaning and interest to the printers. President E. W. White was on the program as toastmaster.

The winter's series of educational courses began in Cincinnati at the Typothetae quarters on Wednesday evening, January 15th, with a class of about forty in salesmanship and estimating, and the first class on costs is to be held on January 23rd, with twenty-five members signed up. All of the organization's educational courses are those framed by the printing trade for use at Harvard, thus giving members the unusual advantage of following at home, with personal instruction, identically the same work at that given on the subjects in which they are interested at one of the leading universities

of the country. Executive Secretary Neal will conduct all classes.

Powell & White, for many years successfully engaged in the printing business in the Commercial Tribune Building, have moved into larger quarters on the ninth floor of the same building, tripling their space, and making room for a much-needed expansion of their business, including additional equipment, all of the most modern type.

The big printing plant and business of Cohen & Co., at 126 to 130 Opera Place, of which David Cohen has been the head ever since it was started, was recently sold by Mr. Cohen to the Spokesman Publishing Co., which has taken charge. The purchasing company publishes three monthly trade journals—The Spokesman, for the vehicle trade; The Furniture Worker, for the furniture trade, and The Cleaners' and Dyers' Review, for that trade, and all three papers have since their inception been printed by the Cohen press. When the opportunity arose to purchase the plant President Geo. W. Huston of the Spokesman Company at once grasped it. The company will continue to operate the business along the same general lines as heretofore, although the demands of its own publications will take an increasing part of the capacity of the plant.

The December meeting of the Franklin-Typothetae, held at the Grand Hotel on December 27th, was one of the most interesting yet held, largely on account of the fact that the principal speaker was Charles Estey, director of the bureau of advertising of the United Typothetae of America. Mr. Estey brought to the Cincinnati printers a message of the most optimistic sort, declaring that after interviews with a number of leading business men during the past few weeks he is convinced that an era of exceptional prosperity is just ahead. The services offered by the Bureau of Advertising at Chicago were emphasized by Mr. Estey, who spoke of the success which will follow energetic and intelligent effort on the part of business men in the era ahead.

John Omwake, president of the United States Lithographing Co. and of the United States Playing Card Co., and captain of one of the teams which has put Cincinnati over the top regularly in its several Liberty Loan bond campaigns, showed a large gathering of his employees how it was done, at a meeting held on January 14th. A display of "living posters" was given, the models being the posters used in the recent drives, and illustrating the manner in which public interest was aroused and maintained. An orchestra played patriotic airs during the evening.

Edward J. Krehbiel, vice-president of the C. J. Krehbiel Printing Co., and one of the most progressive and popular members of the printing trade in Cincinnati, died on December 14th, at the age of forty-four years. His untimely death was caused

by pneumonia, the result of the prevalent epidemic, and was widely and sincerely deplored, especially among members of the printing trade, where he was so well and affectionately known. A sad coincidence was that the December issue of the Ben Franklin Witness, the local organization's journal, came to the hands of members with an able address by Mr. Krehbiel in it, delivered in November, at just about the time of his death. He was unmarried, living with his parents. He was a prominent Mason, and had attained the 32nd degree in the order.

A. J. Esman, founder and president of the Eagle Lithographing Co., of Cincinnati, died on December 13th of a complication of ailments, at the age of sixty-one years. He had lived in Cincinnati all his life, and had spent practically his entire career in the lithographing trade.

WHITAKER BUYS BUSINESS OF THE PETERS PAPER COMPANY

Cincinnati House Adds Noted Denver Plant to Its Imposing List of Branches. Approximately \$500,000 Involved in the Transaction. Personnel of Peters Organization to Be Retained. Phenomenal Growth of The Whitaker Paper Company

A. L. Whitaker, president of The Whitaker Paper Company at Cincinnati, has bought for his company the business of The Peters Paper Company



A. L. WHITAKER
President Whitaker Paper Co.

at Denver, Colo., for a cash consideration authoritatively estimated at approximately \$500,000. The whole deal has been consummated so quietly and with so little publicity that the announcement comes as a great surprise to the industry as a whole, although speculation has been rife as to the probable disposition of the Colorado business ever

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

*It is widely known for its
perfect working qualities*

Stocked at Mill in White Only in Following
Sizes and Weights—Stock Trimmed
Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India
Tint Made to Order

King Paper Company
Kalamazoo, Mich.

since the death of its founder and principal owner, Mr. Peters, which occurred some weeks ago.

To those who have followed the history of the wholesale paper business of this country for the past twelve or fifteen years, however, the first sense of surprise at this news is quickly succeeded by the realization that this is but a logical sequence to the earlier purchases of a similar nature effected by The Whitaker Paper Company during comparatively recent years and in widely separated territory. As the result of these purchases, the Whitaker organization has built up a chain of divisional distributing points and branches that enable this company to cover practically the entire of the United States east of the Mississippi River with a blanket service. The acquisition of the Colorado property marks the first step in the extension of this service to the westward and there is no reason to discount the significance of this move as a forecast of the Cincinnati Company's apparently obvious ambition to cover the entire United States.

The veterans of the paper trade, both manufacturers and jobbers, remember, as if it were only yesterday, the advent of Abner L. Whitaker into the Paper Trade with a mere handful of loyal young followers, most of whom were just fresh from college. Mr. Whitaker had already won a national reputation for himself not only as a whirlwind salesman, in which capacity he had contributed ma-

F. A. Barnard & Son

529 S. Dearborn Street



Buy from the only
Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly

terially to the prosperity of those jobbing concerns with which he had previously been identified, but also as a human dynamo of energy and a man of extraordinary vision, ambition and capacity for organization. It was not long before the newly organized Whitaker Paper Company made itself a dominant factor in the market within a reasonable shipping radius of Cincinnati. Thereupon began the policy of expansion that has involved the establishment of branches with warehouses at Atlanta, Birmingham, and Richmond, Va., the opening of sales offices fully equipped and efficiently manned in New York, Chicago, Indianapolis, Columbus, Louisville, Dayton, Knoxville, Washington, D. C., Providence, R. I., Lexington, Ky., Pittsburgh and Akron. Even more significant, however, were the acquisition by outright purchase for cash of the old Bay State Card & Paper Co., of Boston, some twelve years ago, of that rock-ribbed old southern corporation, the Smith-Dixon Company of Baltimore, Md., of the smaller but vigorous and growing business of the Burr Paper Company of Detroit, Mich., and of the Momberg-Albrecht Paper Company of Cincinnati.

Now comes the purchase of The Peters Paper Company, with its long and honorable history and its valuable connections and efficient personal organization. When asked for a statement of the purchasing company's intentions with reference to the newly acquired division, Bryant Venable, secre-

tary of The Whitaker Paper Company and the assistant to the president, stated that the present executives and employees of The Peters Paper Company would all be retained with Mr. E. W. Lehman, for forty-one years vice-president of The Peters Paper Company, as general manager. Mr. Ernest Erskine, at present manager of The Whitaker Paper Company's branch at Knoxville, Tenn., will be assistant manager and Mr. George Soule, assistant secretary and manager of the Fine Paper Department. The business, originally a Denver enterprise, will continue to be operated as a local organization, but augmented and strengthened through its identification with the national organization, with headquarters at Cincinnati. The Peters Paper Company of Colorado, as a separate corporation will, however, be discontinued ultimately and its affairs will be wound up.

SAVED A COMPETITOR FROM LOSS

It seemed strange that such a reputable printing house could make so low a bid as the buyer said they had. Revising his figures carefully, the printer who had presented a much higher estimate couldn't account for it. The best thing to do was to inquire at the source. Telephoning to the head of the concern, he told him of his surprise at the figure that had been given and wondered if there wasn't a mistake. Ignorance of the matter was pleaded and assurance given it would be looked into at once. It was quickly discovered that an important item had been omitted in adding up the total. Two kinds of stock had been estimated on and separate bids put in for each. The telephone was promptly used to correct the bid. The buyer attempted to hold the house to the previous figures, saying they had decided to accept and wouldn't give them the job at the new price. Of course it wasn't wanted at a loss, so someone else got it at a fair price or suffered from ignorance. Anyhow, the printer who tried to find out the reason for the low bid earned the thanks of his competitor. It's so easy to blunder in figures that extreme care is necessary in making out every estimate. Dollars can be thrown away quicker than they can be found.

RECENT PURCHASERS OF LINOTYPES

Tribune, Royal Oak, Mich.; Enterprise-Courier, Charleston, Mo.; Press, Denmark, Wis.; Democrat, Moberly, Mo.; Reporter, Fisher, Ill.; Morning Review, Cleburne, Texas; Tribune, Bennington, Okla.; Herald, Abbeville, Ala.; The South, Holly Springs, Miss.; Leake Printing Co., Keokuk, Iowa; Republican, Effingham, Ill.; News-Leader, Richmond, Va.; Herald, New York, N. Y.; The Charleston Ptg. Co., Charleston, W. Va.; Daily News, Santa Barbara, Cal.; Morning Sun, Yuma, Ariz.; Herald, Irvington, Ky.; Gazette, Bern, Kan.; Patriot, Concord, N. H.; Herald, Spartanburg, S. C.; Times, Mosinee, Wis.; Jewish Daily Forward, Chicago, Ill.; Citizen, Cairo, Ill.; Review, Elkhart, Ind.; La Patria, El Paso, Texas; The Record-Press, Hardinsburg, Ky.; The New Era, Tripp, S. D.; Informer, Blue River, Wis.; Railway Mail Service, Washington, D. C.; Republican, Waterbury, Conn.; Up-to-Date Printing Co., New York, N. Y.; Democrat, Madison, Wis.; Times, Bowling Green, Mo.; The Capital News, Boise, Idaho; Journal, Eureka, Mont.; Tri-City Labor Review, Oakland, Cal.; Times, Seattle, Wash.; Star, Sacramento, Cal.; Enterprise, Fairfield, Cal.; News, Macon, Ga.; Evening News, Salem, Mass.; Star-Eagle, Newark, N. J.; Tribune, New York, N. Y.; Dispatch, Dallas, Texas; Herald, Yonkers, N. Y.; News, Port Washington, N. Y.; Democrat, Alton, Iowa; Sun-Standard, Blue Island, Ill., and Star, Andalusia, Ala.

WISCONSIN NOTES

The Executive Committee of the Wisconsin State Ben Franklin Club met at the Hotel Medford, Milwaukee, Saturday afternoon October 5th. President Mertens of Waukesha presided and in addition, there were present Walter Mayer and F. W. Cantwell of Madison, Geo. J. Nash of Eau Claire, Mr. Haessler of Milwaukee, Geo. Harrington of Oshkosh, and Messrs. R. G. Lee and W. H. Bridgman of the University Extension Service to Publishers and Printers. Routine business was transacted and an amendment to the by-laws was introduced providing for county organizations to be sponsored by the State Organization. Under the co-operative arrangement between the University Extension Division and the State Franklin Club the services of the Field Men from the University Department will be available for promoting and effecting these county organizations. The closing and most enjoyable feature of the meeting was a beef-steak dinner served by mine host of the Medford, where shop was talked and good cheer was rampant. The exigencies of war times has interfered with the regularity of these meetings which are supposed to be held monthly.

The University Extension Division has recently enlarged the service to Publishers and Printers which is conducted in co-operation with State Franklin Clubs, the Wisconsin Press Association and the Wisconsin Daily League, by the addition of W. H. Bridgman to the field force. Mr. Bridgman is identified with the Inter County Publishing Co., at Stanley and is editor of The Stanley Republican. He took up the field work September 1st and has been busy installing the standard cost-finding system in Wisconsin shops. Under an arrangement between the University and the Federated Printing trades, composed of the organizations named above, any Wisconsin Printer may have the cost-finding system installed in his office free of charge by paying for the necessary supplies and expense charge for the man who does the work. Still there are many printers who hesitate to have it done because of the expense.

The feasibility of an organization of weekly newspapers along the lines on which the Wisconsin Daily League is organized is being discussed. The time is opportune for the launching of such an organization for purely business purposes. The country weekly newspapers through their inability to guarantee service and discuss rates as a unit are allowing millions of dollars to go to the magazines and metropolitan publications which the advertisers would prefer to pay the country publishers if they were in a position to talk business. The country publisher has the best advertising medium extant, but the national advertiser has much difficulty in doing business with him, due to a lack of organization and standardized methods. It ought not now to be difficult to line up an organization of Wisconsin weekly newspapers which can

U. S. A. BOND

- ☛ What could be more appropriate for export or domestic stationery, than a paper with this watermark?
- ☛ And the quality of the paper does justice to the watermark. It is a strictly high-grade bond; any business will be proud to have it for its stationery.
- ☛ We have helped a number of printers to push this paper with very good results.
- ☛ We want to help you and invite your correspondence toward this end.

**BRADNER
SMITH & Co.**
175 West Monroe St.
CHICAGO

give a service covering the state and of a character that will be reassuring to the advertiser. Oodles of money will be poured out by national advertisers in the next few months.

Among Wisconsin printers who have recently installed the standard cost-finding system are Reynolds & Aldrich of the Lake Geneva News, The Morehouse Publishing Co., of Milwaukee, The Commercial Press, Racine and J. A. Kuypers, of the Brown County Journal, Depere.

Of the 82 Students in the School of Journalism at the University of Wisconsin this Year, 73 are Girls.

Madison, Wis.—Of the 82 students enrolled this term in the four-year Course in Journalism at the University of Wisconsin, 73 are young women and only 9 men. Ever since the world war began, the proportion of women in the Wisconsin school of journalism has been steadily increasing.

So large has been the increase in the number of girls enrolled this fall that despite the large loss of men students in journalism, the total enrollment in the school is only nine less than at the same time last year. Of the 91 students in the Course in Journalism in the fall of 1917, only 50 were young

women. This fall there are 73 women, an increase of nearly 50 percent.

With the demobilization of the Student Army Training Corps, and the release of men from officers' training camps, it is expected that a large number of former students of journalism and some new students will swell the enrollment of young men at the school of journalism at Wisconsin. Special provision is being made by Prof. Willard G. Bleyer, head of the school, to enable these student soldiers to enter the Course in Journalism at the beginning of the second term on December 30. New classes will be organized in newspaper reporting, copy-reading, advertising, feature writing, and other subjects, in order to enable students entering the second term to take up their work without any handicap.

The product of 20,000 acres of pulp wood forests are utilized every year to supply Canadian newspapers with white paper. This sounds pretty big, but one must take into consideration that there are, according to reliable estimates, some 250,000,000 acres of such timber land in the Dominion. The Canadian bureau of statistics has figured out that this acreage contains between 500 and 800 billion feet, board measure, of timber.

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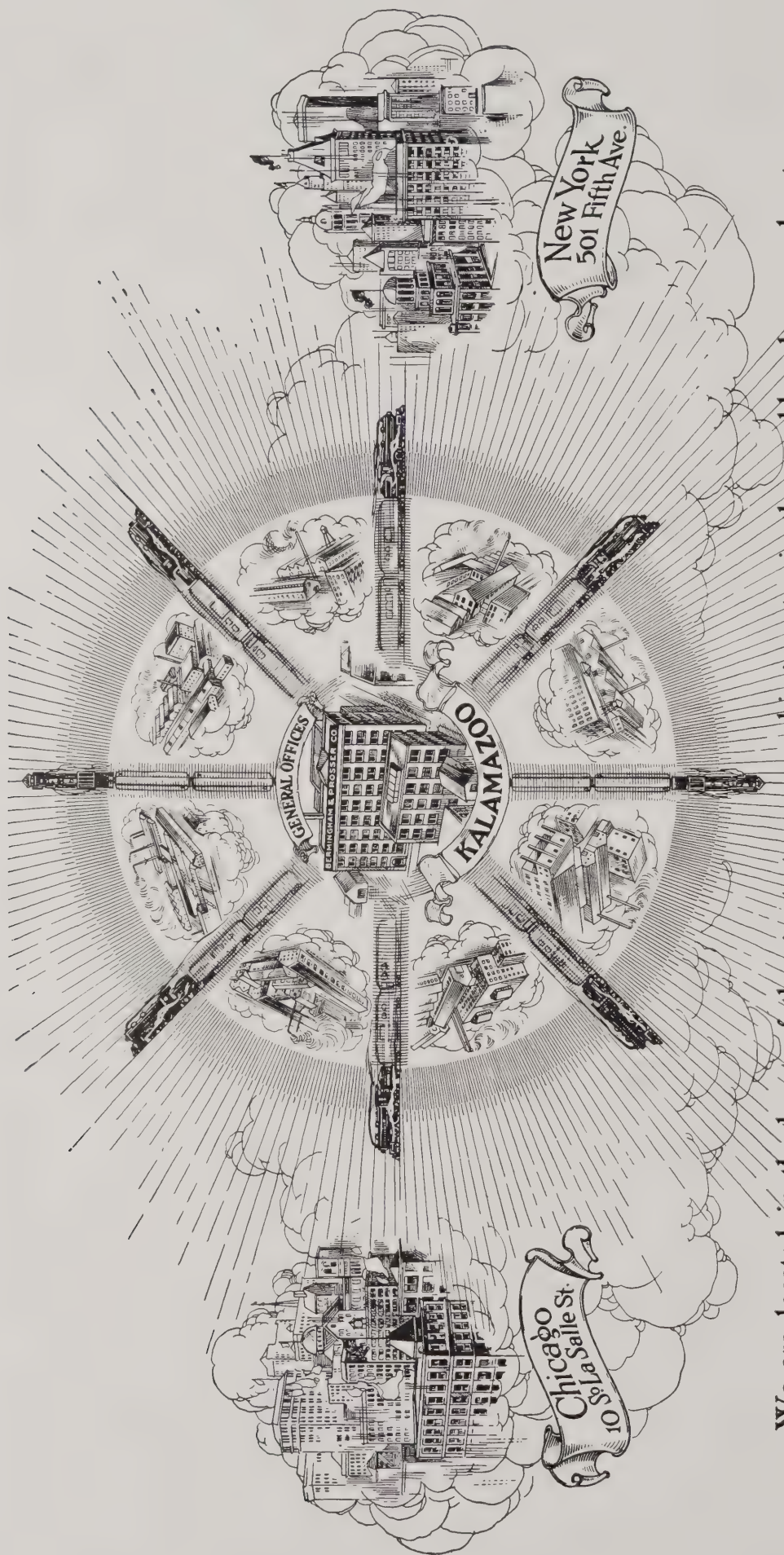
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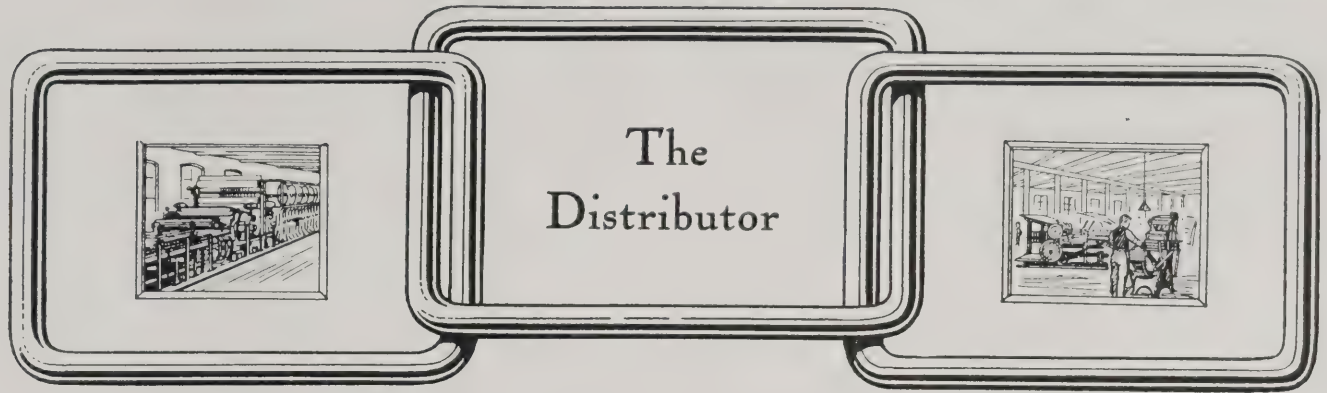
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501 Fifth Avenue
NEW YORK

Paper Trade Notes



Three Important Links in the Life of a Sheet of Paper *Who Will Supply the Picture for the Middle Link?*

It is understood that on February 1st the terms of cash discount given by the paper dealers in Chicago will be changed from 3 per cent thirty days, to 2 per cent thirty days, accounts payable tenth of month following purchase.

This schedule had already been put into effect by one of the leading houses on January 1st.

During the past year the paper manufacturers all over the country have changed their terms to the dealers to a f. o. b. mill basis, and also decreased their thirty-day discount. On investigation we find that in many cities the paper dealers revised their discounts last year.

The Knox and Wolcott Paper Co., 626 Federal Street, begin the new year with all sails set for a large expansion.

They announce that they are now local agents for the Valley Paper Co., Holyoke, Mass., whose bonds and ledger papers are nationally known and used.

They have succeeded on these lines the Lee Paper Co., who were forced into bankruptcy last month.

W. W. Chatterton and J. Cramer have joined the sales staff of Knox & Wolcott. Mr. Cramer has been for a number of years the buyer of paper for the Marshall Field Company, wholesale department, and brings to the company a wide and valuable knowledge of papers.

Mr. Chatterton is well known in the paper and printing trade, in which he has been identified many years.

The Howard Paper Co., Urbana, Ohio, manufacturers of Howard Bond, has just mailed out to the trade a very attractive folder with red cover in which are tipped samples of the different colors made. Howard Bond is carried in stock in Chicago by Parker, Thomas and Tucker Paper Co., at 537 South Franklin Street.

The period of hesitation which the paper trade has experienced since the armistice was signed is soon to pass away, in our judgment, and briefly this seems to be the situation:

Since the fall of 1914 paper has been bought largely on an hysterical basis, the purchasers staying out of the market when normally they would have been buying. On the realization that prices were firm and that no reductions were in sight, the paper mills would receive a flood of orders from all parts of the country.

Within ten days or two weeks they would receive orders sufficient to keep them busy for several months, and this resulted, as soon as they had taken on as much tonnage as they dared, in a raise of prices sufficient to call a halt on further speculative buying.

It is said by those in position to know, that we have had five such periods since 1914. Are we passing through the sixth? Certainly all indications point that way. The steadying influence of co-operation between the consumers, jobbers and manufacturers, a normal buying, and replenishing of stocks will aid the situation materially and prevent speculation and another scramble for papers.

Anticipation of a radical fall of prices has prevented the consumer from ordering what they normally need.

Paper prices are largely regulated by the demand, subject to the supply and the cost of manufacture, the latter having a great deal to do with the present firmness in the market.

It is not a fanciful dream that thousands of factories and corporations now readjusting their business from war to peace and expansion basis are preparing a tremendous amount of catalogue and printed matter to again, after two or more years cessation, enter their markets.

And these markets have been increased tenfold, aided by our American merchant marine,

backed up and encouraged by the government, with the co-operation of financial and commercial agencies. Our export trade is surely to be a big factor in the prosperity of our whole country.

Confidence—Co-operation—Courage.

Confidence in ourselves, our associates and our country, brings that co-operation absolutely essential to our industrial life. This co-operation will bring to us the courage to look ahead, reach out, and grasp the opportunities the year 1919 has in store for us.

The Hampden Glazed Paper and Card Co., Chicago branch, has just moved its offices and stock room from 701 South La Salle Street to 634 Federal Street, where they have large quarters and the added advantage of being in the heart of the busiest printing center of Chicago.

Their resident manager, Fred B. Hazen, who has been for thirty years with the company, six of which he has spent in the Chicago territory, is to be congratulated on his selection of this location. The company manufacture the now famous Sunburst and Shadow cover papers, the latter being the latest thing in box coverings. Aside from these two lines they manufacture and carry in stock a fine line of fancy papers. Federal Street between Harrison and Polk Streets can now boast of six paper houses, the balance of the tenants in the

building being printing and allied firms. Besides this company there is the Duboc Paper Co., Midwest Paper Co., The Berkshire Co., Knox and Wolcott Paper Co. and Gane Bros. & Co.

Lieutenant Ben H. Preston, secretary of Blunden-Lyon Company, 108 West Harrison Street, is now back with the company after helping Uncle Sam make the world safe for democracy. Fred Stanley is still in the service. He has been on the S. S. Geo. Washington since that vessel was taken by this country and has completed ten round trips to Brest, France, as a transport. This was the vessel which carried President Wilson across. He is reported as saying he will stay in the service until all the boys are brought back from "over there."

The company specialize in bond and ledger papers and sell throughout the Industrial West.

The Moser Paper Company, 621 Plymouth Court, has just had finished a complete rearrangement of their offices. An entire new equipment including desks, has been installed. This has been on a scale large enough to take care of considerable increase in sales force which the company anticipates developing the coming year. They carry a large and attractive line of bonds, writings, book, coated and cardboard as well as blotting and cover papers.

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MILLS having resumed pre-war manufacturing conditions, we are now able to supply regular and special sizes of *Dwight No. 1 Offset* in weights ranging from basis 25 x 38—40 to 150 pounds.

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Quality—None better and few as good.

Price—Lowest for the grade.

Ask for samples and quotation

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Harrison 395

Among the hundreds of thousands who welcomed the Black Hawk Division (Chicago's own) back from the war front on January 13th, there was no prouder father than H. F. Ross, secretary of Bradner Smith and Company, paper dealers, 175 West Monroe Street; and the reason was that in the artillery division marched his son, Sergeant Gordon Ross. Gordon has made an enviable record in his service and his return, safe and sound, is welcomed by the Ross family and his hosts of friends.

J. P. Cunningham, as well as several other of the company's boys who joined the service, has returned to enter the mill department. The company, who had nearly fifty of its employees in different branches of the service, is holding open all positions for them on their return. They report that sales for the second week of the month were exceedingly large. Their new catalogue, No. 65, is now on press and will be issued some time later in the month.

Duboc Paper Co., 712 Federal Street, as reported in a previous issue, had nine men in the service, announce that two are now back with them. Sergeant C. R. Andersen, who joined the colors a year ago last September and has been in the aviation section, together with Private Patrick Gallagher, is now back with the house.

Mr. Connolly, who took the managership on the death of Mr. Chas. Duboc, is very optimistic regarding 1919 business conditions. One of their leaders, Right-Of-Way Bond, is reported as in the front ranks of popularity.

J. Owen Lee, N. J. Hazelwood and Otto C. Bruhlman on January 6th incorporated the Great Lakes Paper Company, Chicago; capital, \$15,000.

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with a \$100 investment in "Gene" Turner's labor-saving knickknacks, used the "Gene Turner way." This has been proven many times during the past five years. I will gladly tell you how and why I can do it with

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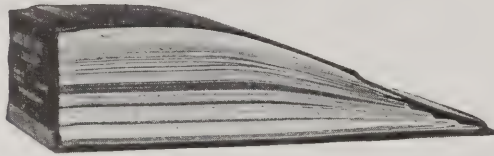
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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of the BEN FRANKLIN MONTHLY, published monthly at Chicago, Illinois, for October 1, 1918.

State of Illinois, } ss.
 County of Cook, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared PHILIP A. HOWARD, who, having been duly sworn according to law, deposes and says that he is the Editor, Publisher and Owner of the Ben Franklin Monthly, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager, are:
 Publisher—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
 Editor—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
 Managing Editor—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
 Business Manager—P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
2. That the owner is P. A. HOWARD, 123 West Madison Street, Chicago, Ill.
3. That there are no bonds or mortgages outstanding.
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) P. A. HOWARD,
 Editor.

Sworn to and subscribed before me this 30th day of September, 1918.
 (Signed) ARTHUR R. THOMPSON, Notary Public.

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Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

The number following the name of paper designates the dealer carrying same (see list at bottom of page). For full description and prices see dealers' individual catalogues.

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5	3.38	44	29.79	25	.28
6	4.06	43	29.11	30	.33
7	4.73	42	28.43	35	.39
8	5.41	41	27.76	40	.45
9	6.09	40	27.08	45	.50
10	6.77	39	26.40	50	.56
11	7.44	38	25.72	55	.62
12	8.12	37	25.05	Hours Overtime	
13	8.80	36	24.37	¼	\$0.25
14	9.47	35	23.69	½	.50
15	10.15	34	23.02	¾	.75
16	10.83	33	22.34	1	1.01
17	11.51	32	21.66	2	2.03
18	12.18	31	20.98	3	3.04
19	12.86	30	20.31	4	4.06
20	13.54	29	19.63	5	5.07
21	14.21	28	18.95	6	6.09
22	14.89	27	18.28	7	7.10
23	15.57	26	17.60	8	8.12
24	16.25	25	16.92	9	9.14

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123 W. Madison Street

CHICAGO

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INDUSTRIAL WEST BUYERS' GUIDE

A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

ARTISTS

THE HAWTIN ART STUDIOS
19 South Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCAIN BROS. MFG. CO
29 S. Clinton St., Chicago.
Phone Main 1485.

ENGRAVERS
(Steel and Copper Plate)

HOLMES CO.
161 West Harrison St., Chicago.
Phone Wabash 4980.

ENGRAVERS

JACOB J. LINKER
711 South Dearborn St., Chicago.
Phone Harrison 7454.

ENGRAVERS (Photo)

C. L. GOWELL, Transportation Building
Phone Harrison 1143 CHICAGO, ILL.

GRINDERS
(Printers' Knives)

GEO. HOFBAUER & CO.
501 So. Dearborn St., Chicago. Phone Wabash 6549.

INKS

(Lithographic and Printers)
E. C. KEYSER & CO.
727 South Dearborn St., Chicago.
Phone Harrison 7594.

PAPER

BRADNER SMITH & CO
175 W. Monroe St., Chicago. Phone Main 2060.

CHICAGO PAPER CO.
801 So. Wells St., Chicago. Phone Wabash 801.

PAPER—Continued

DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago. Phone Harrison 395.

MIDLAND PAPER CO.
322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.
208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.
653 So. Wells St., Chicago. Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago. Phone Main 875

PAPER CUTTING MACHINES

OSWEGO MACHINE WORKS
CHICAGO
436 1st National Bank Bldg. Phone Randolph 857

PRINTERS

MID-CITY PRINTING CO.
40 No. Fifth Av., Chicago. Phone Franklin 2507
"A Thousand to a Million in a Hurry."

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Wants and For Sale

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Six insertions of a four-line advertisement or less for \$5.00; twelve insertions for \$7.50—all prepaid.

FOR SALE AT A SACRIFICE—Twenty Mergenthaler Linotypes, Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice.—Fantus Brothers, 525 South Dearborn Street, Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

WANTED—Harris Single Color E-1 Envelope Press. State serial number and price.—Address C300, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

WANTED—Used Folding Machine. Must be in good condition; size 28x42 sheet or larger.—Write Jo Anderson, 611 South La Salle Street.

FOR SALE—One 38 x 50 Huber Printing Press No. 622, two-Revolution; One Acme 30-inch Paper Cutter; One Latham Wire Stitcher No. 2-R.—Write The Lawrence Press Co., Columbus, Ohio.

FOR SALE—\$200 takes a 10x15 Colt's Armory Press with ½ H. D. C. Motor. Guaranteed A1 condition. Need space.—Address C101, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—A printing plant in the middle west. Appraised by Appraisal Company at over \$70,000.00, not including stock on hand. Will sell for \$35,000.00, or \$15,000.00 cash balance any time at 6%. Address, A. T. 100, care Ben Franklin Monthly, 123 W. Madison St.

FOR SALE—We have one large printing outfit with four Miehle presses; 3 Linotypes; 1 Intertype; 40-inch Seybold Cutter; 2 Dexter Folders; Miller Saw with router; large Composing Room, other machinery, etc., sold all or in part; also several smaller outfits; 36 and 40-inch Seybold Dayton auto clamp power Cutters with Motors; 8x12, 10x15, 12x18, and 14½x22-inch Gordons (C. & P.); Colt's Armory Presses, 13x19, and 14x22 light and heavy styles; 2-Revolution and Drum Cylinder Presses; Cutting and Creasing Presses; Paper Cutters; 44x61-inch Miehle, 2 Rev.; Stitchers; Punches; Circular Folders, Motors, etc. Please tell us your wants and machinery for sale.—Wanner Machinery Company, 714-716 S. Dearborn Street, Chicago, Ill.

WANTED—Second-hand Proof Press.—Address D101, care Ben Franklin Monthly, 123 W. Madison Street, Chicago.

FOR SALE—34-inch Acme Self-Clamping Cutter, in good condition. Bargain, as must dispose of same at once.—G14, care Ben Franklin Monthly, 123 W. Madison St., Chicago.

STANDARD
Typesetting Company

SERVICE
Day and Night

Monotype □ Linotype □ Composition and Makeup

Our watchword is *Better Service*—speed, efficiency, and courteous treatment

701-703 South La Salle Street, Chicago

TELEPHONES: HARRISON 3570—3571—3572

If you did not get our New Book of Type Faces—Call—



A PAPER WITH A PEDIGREE

HONEST quality, maintained year after year, is never an accident. Apply this to the paper industry. Why are some papers always the same, always of unvarying quality, year after year? Because some papers have a firm's reputation to uphold. They must live up to a pedigree.

Such a paper is

SYSTEMS BOND

—a member of a famous paper family and a product of moderate price but unimpeachable quality. A paper that does credit to printers, lithographers and customers alike. A paper that will lend prestige to the printed matter of any advertiser.

We make Systems Bond in linen finish, too, for note and letter-head paper. Samples will be gladly sent on request.

Send for a sample. Tear a corner and see how it's made. Then let us quote you our price.

Eastern Manufacturing Company

GENERAL SALES OFFICE
501 FIFTH AVENUE, NEW YORK CITY

Mills:
Bangor, Maine
Lincoln, Maine

Western Sales Office:
1223 Conway Bldg.
Chicago, Ill.

Typesetting Specialists

We offer the services of an up-to-date machine trade plant and of a modern Composing Room. The management and up-keep of which will not cost you a moment of worry, nor a cent of cash. The results you can obtain, however, will be same as if the work were being done in your own plant, for you can exercise a constant and scrutinizing supervision over every detail. Furthermore, you will not be ashamed to put your imprint on the finished job. We have all the facilities for turning out a complete job of perfect composition. Neither the size of the job, nor any intricacy of composition can feaze us. Let us prove it.

In times like these when labor must be conserved until the "boys come back," you should have your monotype and linotype work made up or locked up into pages in our well equipped composing room.

Ask our Representative to Call

Smith-McCarthy
TYPESETTING • COMPANY
508 • S • DEARBORN • STREET • CHICAGO
HARRISON • 3864 • 3865 • 3866 • 3867

P. A. HOWARD, MANAGING EDITOR. PUBLISHED MONTHLY, \$1.50 A YEAR, 15¢ THE COPY.



BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

February, 1919

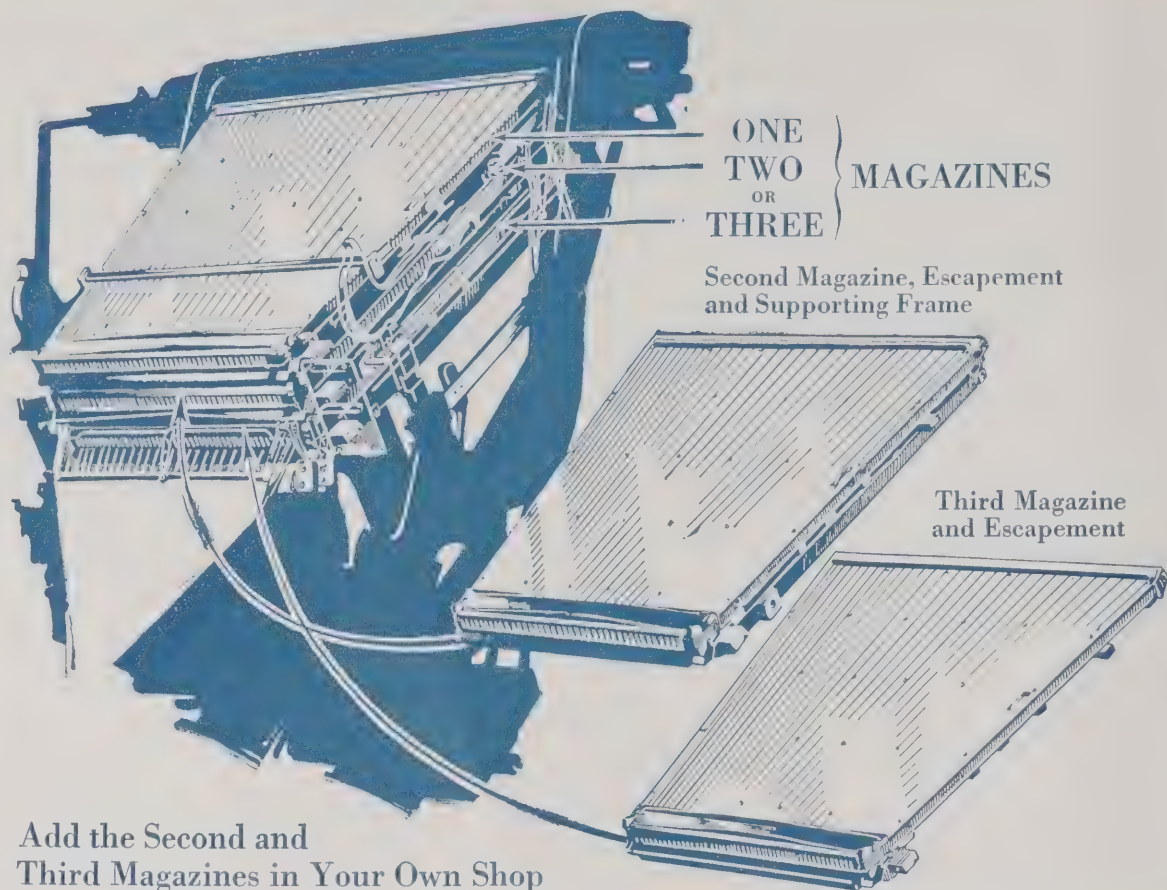
NUMBER FIVE

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By
BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.

Superior sets type

SUPERIOR TYPESETTING COMPANY
MONOTYPE ♦ LINOTYPE ♦ MAKEUP
732 FEDERAL STREET, CHICAGO
TELEPHONES: HARRISON 2755-2756



You Can Start Your Linotype with Only One Magazine

No new framework to add; no old parts to dismantle and discard; no assistance required from an expert machinist. Your own operator can make this simple

change easily in less than an hour's time in your own composing room by merely adding the magazine and its accompanying escapement. Send for particulars.

*If You Want Your Composing Machine to Grow with Your Business
Buy The LINOTYPE—The Machine That Lasts*

MERGENTHALER LINOTYPE COMPANY

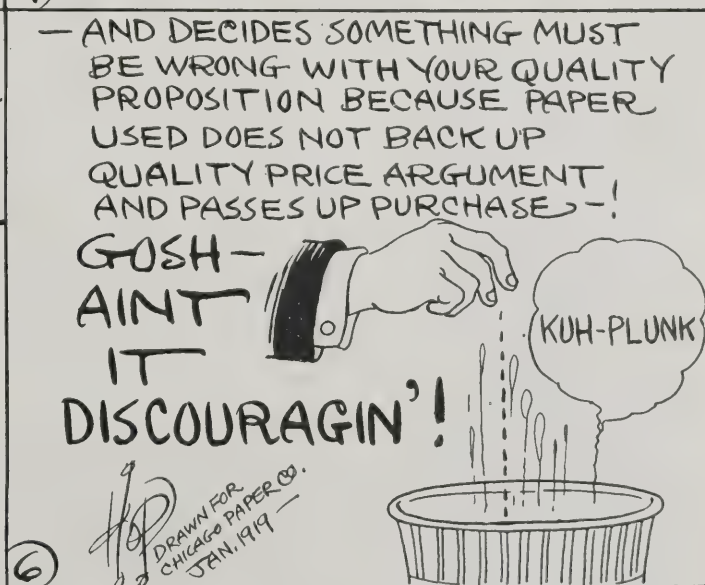
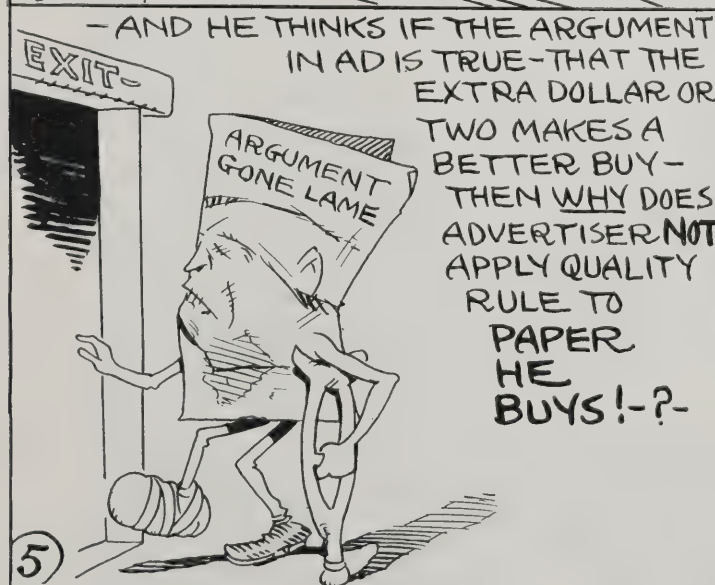
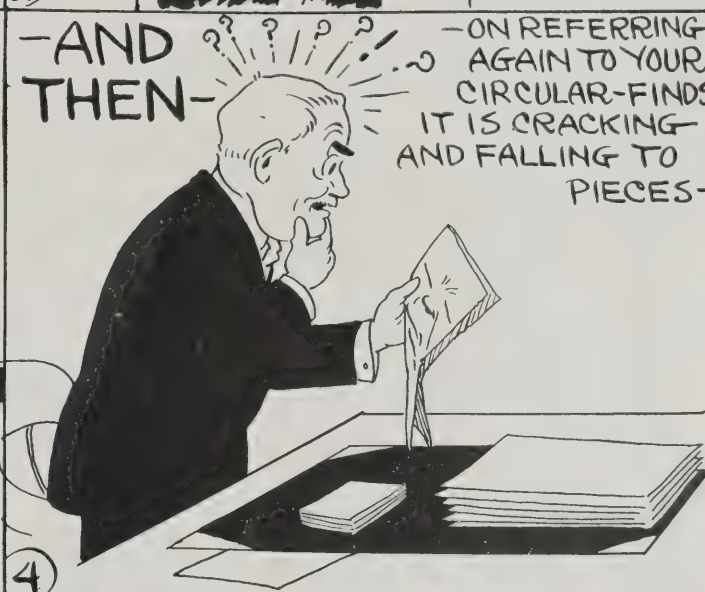
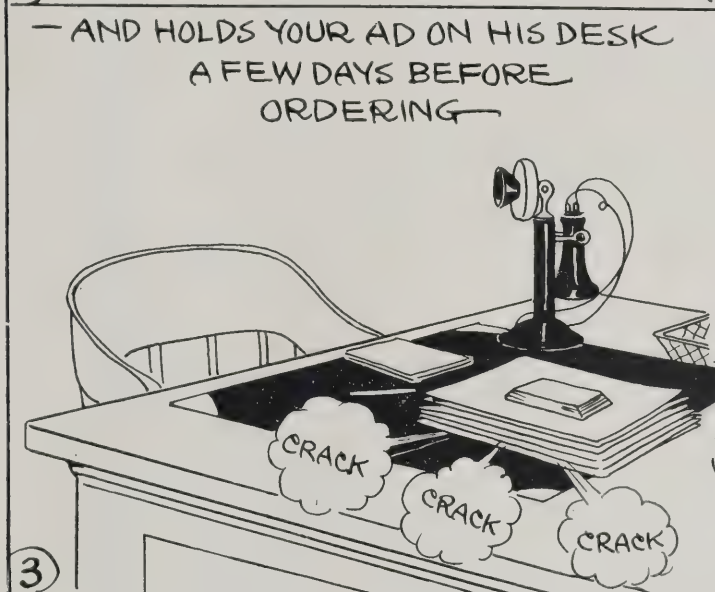
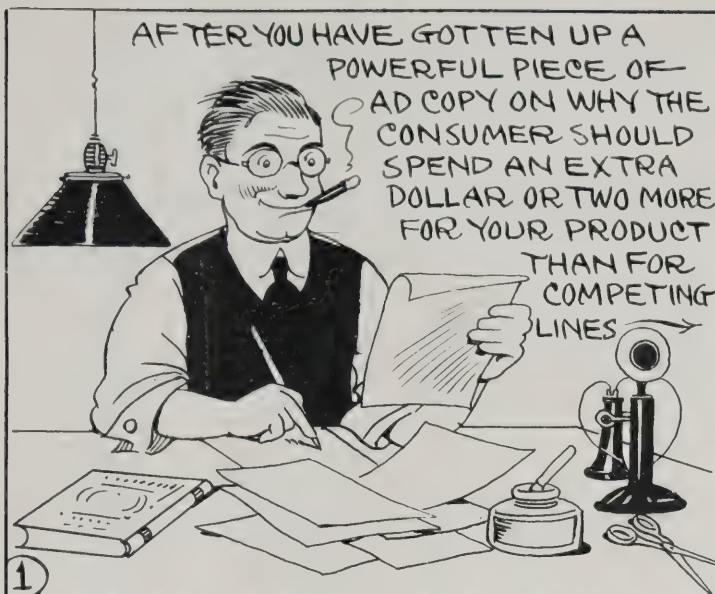
New York, U. S. A.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 So. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, 68 Temperance Street, Toronto



THIS CARTOON SUGGESTS A DEFINITE OBLIGATION YOU HAVE TOWARD YOUR CUSTOMERS

Study this cartoon. If you are not a consistent user of Foldwell Coated Book, Coated Cover and Coated Writing, your customer is not getting the results he is entitled to.

The obligation is yours—see that every piece of Direct Advertising you print is insured against destruction in the mails.

PHONE WABASH 801 FOR SAMPLES AND DUMMIES

CHICAGO PAPER COMPANY, 801 SOUTH WELLS STREET, CHICAGO

SHE LOST HER CUD

The farmer found her depressed and discouraged, head drooping, muscles lax, body dejected. He scurried to the swamp, scraped some bark from an elder bush, added some trifles, and made a little ball; this he put into her mouth; she chewed it, the cud came back, and the cow was well and happy again.

Have you lost your cud? Does business lag? Are you out of luck? Do orders tarry? Have you doubts as to the future? Get a cud; we can furnish it. Some new type, new ornaments, borders, furniture. Things you can show your trade and use to secure new business. We have hundreds of such business-getters. Call us in.

Originators
of
"Types
that
Talk"

Barnhart Brothers & Spindler Type, Printing Machinery and Supplies

Chicago
Kansas City

Washington, D. C.
Omaha

Dallas
Saint Paul

Saint Louis
Seattle

Set in Parsons and Persons Bold

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & CO.
ELECTROTYPE
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Equator Offset



For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

Equator Offset has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

Seaman Paper Company

Paper Manufacturers

CHICAGO

208 So. La Salle Street

NEW YORK

208 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

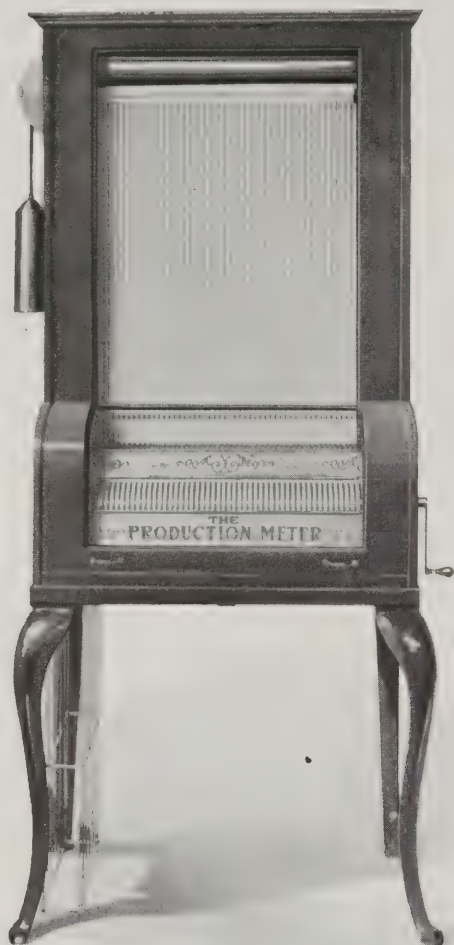
Buffalo

St. Paul

Philadelphia

Cincinnati

For DIVIDENDS from WASTE use The Production Meter



The Meter registers accurately the productive time, the idle time, and each trip of your presses.

MR. PRINTER:

We can eliminate your waste in production. The PRODUCTION METER will show accurately in your office what your presses are doing. The Meter cannot tell you anything but the truth. It is mechanically correct. Those using it, consider it indispensable.

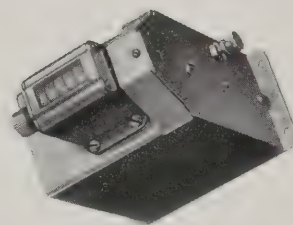
1

2



THE TOTALIZER

1—Hours
2—Minutes



SET BACK COUNTER

The Production Meter is an electrically operated recording device placed in the manager's office (of a printing plant) and directly connected by wire with each press in the plant. There is a numbered space for each press on a large chart, on which the Meter records every movement of each press in the plant minute by minute during the day, showing beyond any question of doubt an exact record of every operation **as it occurs**, showing clearly each producing period, each and every instance of wasted time whether due to unnecessary idleness or over-consumption of time in performing operations, the adding device automatically totalizes separately, the Producing and Waste time and the Electrical Counters automatically count (in the office) each part **as produced**, showing the management at a glance the total loss sustained through the inefficiency of the plant and pointing out each man, press or condition responsible for **each occurrence**, thereby enabling them to perfect their organization and secure a highly increased output by eliminating the cause for delays and losses disclosed by the PRODUCTION METER. The moral effect alone of this unflinching check continually being recorded before the eyes of the management results in an immediately increased output far in excess of the cost of the Meter.

Some Plants are now operating under the supervision of the PRODUCTION METER and these concerns testify to the saving effected.

Production Meter Company

EFFICIENCY EQUIPMENT

646 and 648 East 47th Street

Chicago



A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

P. A. Howard, Managing Editor
M. N. McCune, Associate Editor
Geo. V. McCune, Business Manager

PUBLISHED BY

Ben Franklin Publishing Company

P. A. HOWARD, President and Treasurer

123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

Cincinnati Representative, KENNETH C. CRAIN, First National Bank Building

Vol. XVI

15c the copy

FEBRUARY, 1919

\$1.50 the year

No. 5

Courage of Your Convictions

The war is over but increases in the cost of all printing are still to be reckoned with. It is a time that every printer should have more than ever before the courage of his convictions. The business interests of the country are rapidly being adjusted to meet the revised situations created by the ending of hostilities and each week since the first of the year has beyond a doubt shown an increasing volume of printing contracts let.

The Chicago printers early this month were forced to meet a substantial increase in wages of four unions, and it will be positively suicidal for members of the printers' fraternity involved to overlook or camouflage the situation of increased cost of production thus forced upon them.

At a time like this when each day shows that a larger amount of printing is being placed; when most markets are fairly stable; when paper prices (expected some time ago by many to have a quick drop) are with few exceptions holding firm, printers should know their costs and accept business only at prices giving them a fair margin of profit.

Business courage is needed in the rank and file of the printing fraternity now as never before.

Publication printers in Chicago report a substantial increase in size of publications. Many national as well as local papers and magazines have since the first of the year increased their advertising space from 25 to 50 per cent, thus increasing, of course, the work of printing establishments doing the work. This awakening of the national advertisers to a freer use of advertising space means also a larger volume of direct-mail literature, catalogues, etc., and is positive proof that there will be work and a plenty for the printers.

Take Your Objectives

It was only natural that business should hesitate after the signing of the armistice. But this should not make sound business interests feel panicky. Plans have been laid for business expansion in every line and all hesitation should now be put aside. We believe that never in the history of our country has there been a time so alive with possibilities for the business man of right caliber. The American army proved that they were always willing and capable to go forward and to take their objective. They never failed. The American business man should follow their example.

We earnestly hope that you will read carefully the address of Chas. L. Estey appearing in this issue. If your time is too limited in your office, take this issue home with you and read it at your leisure. If you do you will agree with us that it is time well spent.

Greetings to the New Typothetae Bulletin

As we go to press the new bi-monthly publication of the United Typothetae of America reached our desk. We say "new" because it comes out in new dress and size, both of which are a distinct improvement over previous issues. The simplicity of design and harmonious arrangement of illustrations, types used and general mechanical makeup are a credit to those in charge at the U. T. A. School of Printing at Indianapolis. After printing full reports of the executive council meetings, January 24th and 25th, the following letter from President Arthur E. Southworth is printed on page 4:

Letter from President Southworth
Now we're off.

Beginning within the next forty days, the Trade-Mark of the United Typothetae of America will be nationally advertised in magazines of largest circulation.

What's the purpose?

To tell the buyers of printing, north, south, east and west—throughout the whole domain of the United States and Canada—that U. T. A. printers are printers who do business on business principles. Printers who know their costs. Printers who know how to estimate. Printers who are equipped to render unusual advertising as well as printing service.

Now, fellow members, get busy and see that the U. T. A. Trade-Mark is printed immediately on all your business stationery and on all your advertising literature.

Only by using the U. T. A. Trade-Mark in this way can you identify your shop with the great far-reaching national advertising campaign that is now being launched.

Your executive council voted unanimously to go ahead with this great program at their last meeting in Chicago, January 24th and 25th.

The first three pages of this issue of the Typothetae Bulletin give a complete report of that eventful meeting.

Within the year you are going to see the demand for direct-by-mail advertising increase rapidly.

In the next few months the advertising bureau at headquarters will be fully equipped and ready to reach out a helping hand to you in solving your own advertising problems and the advertising problems of your customers.

Write to U. T. A. headquarters freely. Keep in touch with your local Typothetae secretary. Read the Typothetae Bulletin every issue.

Link up your own shop, your own business, your own success, with the great success of this International Association of Master Printers that is now sweeping on to success in the very front ranks of American industries.

As the president of the United Typothetae of America, I cannot too strongly urge you to take the advantage of all this great business-building program which is now under full headway in behalf of U. T. A. printers.

Yours for a great future for the printing business.

Arthur E. Southworth, President.

New members are "introduced" on later pages. These number some 220 and speak volumes for the hustling qualities of the field secretaries who have been instrumental in boosting the lists of new members by organizing local Typothetae associations.

The activities of the efficient secretary, Jos. A. Borden, are described, and it is evident that Mr. Borden must be a human dynamo to be able to do

the amount of work he does and also cover the number of miles in travel he covers.

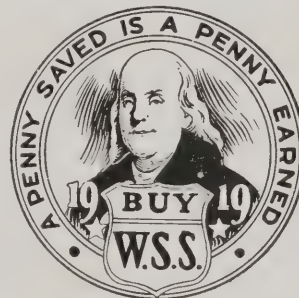
A strong appeal is made for all members of the U. T. A. to display this, their trade-mark.

Beginning in March, a national campaign will be launched to impress the millions of readers that printers displaying this trade-mark are members of the United Typothetae of America, "The International Association of Master Printers."

Chas. L. Estey is the director of the advertising bureau, as previously announced.

Ben Franklin Monthly will look with keen interest for each coming number of the Typothetae Bulletin.

The name of Benjamin Franklin, apostle of saving, whose sound economic doctrines form the basis of true thrift, is to be the watchword of the savings campaign under the auspices of the U. S. Government. The government has paid signal tribute to his memory in placing his picture on the



1919 issue of War Savings Stamps. And the likeness of Franklin also occupies the place of honor on the official 1919 insignia of the thrift campaign.

Lino-Tabler Fight

The Federal Trade Commission forbade the Chicago Lino-Tabler Company from threatening customers of the Auto-Mat-Tabular Company, except in good faith, to defend its patent rights. In February Federal Judge Carpenter issued a decree upholding the Lino-Tabler patents covering tabular equipment for line-casting machines.

An hour after the issuance of the Trade Commission order, the Lino-Tabler Company entered suit in the United States District Court in Fort Worth, Tex., alleging infringement and asking the usual restraining orders to prevent, during the pendency of suits, the manufacture of machines said to be infringements. Defendants named in the petition were the Auto-Mat Tabular Company, Matrix Ruled Form and Tabular Company and Albert Darden Evans, treasurer of both concerns.

Put your story where it will be read. Ben Franklin Monthly's Service Department will give you the best location. It is efficient and economical.

Advertising and Reconstruction

Address by Chas. L. Estey before Franklin-Typothetae of Chicago

NOW, we are all spread out here like we were afraid of the preacher, but I hope we can get together and show some spirit. We have listened to a splendid presentation of a serious subject, and, while my diction is not as perfect as our good friend's here, I believe I am just as interested in the progress and success of the business as he can possibly be.

The theme which has engaged my attention for many years has been business building through constructive advertising and merchandising methods. The printing industry has a great need, and possibly a greater need for sound business procedure along advertising and merchandising lines than any industry with which I have ever come in contact. What I am going to say to you tonight is almost entirely based upon a tour which I have been making since the ninth day of November, through some of our eastern cities. If you will pardon a personal illustration I might tell you how this came about, and why the tour was undertaken.



CHAS. L. ESTEY

I was asked to organize an advertising bureau for the United Typothetae of America, and I assumed office, or at least my pay began on the first of October of last year. The way I like to get acquainted with a job is to find out first what the job is, and who else is on it, and so I ran the National Typothetae in debt, I expect, on a trip which, since the ninth of November, has taken me into eighteen cities, where I have made, I think, thirty-one addresses, if you want to dignify them, or talks before bodies of business men in eighteen cities. I have had the pleasure of meeting business men and addressing them in printers' organizations, rotary clubs, boards of trade, chambers of commerce, and at clubs. The meetings have all been luncheons or dinners, and you can imagine how well fed-up I am.

Of course, I have had the best of it, because the audiences to which I have spoken have had small chance to get a come-back at me. But tonight after I am through, if we have time, I would like to have you ask as many questions as you would like to ask upon this subject of advertising, and particularly our advertising bureau. I venture to say because of this tour and the men I have come in contact

PRINTING INK Varnish and Dry Color Manufacturers

Every class of *Printing Ink* made under the best conditions.

HALFTONE and Process Ink specialized.

INTAGLIO Ink for the new photo-gravure processes. Printed samples showing the most popular colors used, sent on request.

LITHOGRAPHIC Ink of every description, and the finest and best working

DIE STAMPING INKS.

A large and skilled staff enable us to maintain a position at the very front of printing ink manufacturers.

Sinclair & Valentine Co.

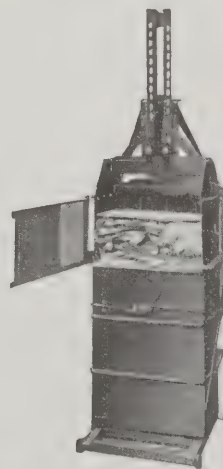
NEW YORK

Boston Philadelphia Baltimore St. Louis Chicago
New Orleans Cleveland Toronto Montreal Winnipeg

A DEPENDABLE FIRE-PROOF PAPER BALER

Is Absolutely Essential to the Up-to-Date
Efficient Printing Plant

Here is THE Baler for YOU



LIGHT, STRONG, COMPACT, EASY
OPERATING, 3 SIZES

An All Steel Baler at the Price of a Wooden One

Write for particulars

A/STEEL MANUFACTURING CO.

INCORPORATED
BATTLE CREEK, MICH. U.S.A.

with, I have gotten a better viewpoint of the need which exists than I could otherwise have obtained. I am an advertising man, not a printer, although I am proud of the fact that my father and two uncles, grandfather and great uncle, and two brothers, all learned the printing trade and those who are still alive are still practicing their trade. So surely printing ink is still in my veins.

I'll never forget the first meeting at which I spoke—a meeting of printers in Boston. Before it convened I was introduced to a number of gentlemen. There were supply men in the audience. One of the men to whom I was introduced seemed to be a fellow who needed companionship, so I put my hand on his shoulder and said, "What's your business?" I never will forget his answer, gentlemen. Here's what he did. He put his hands in his pockets, and seemed to shrink up. "Oh, hell, I'm a printer!"

Now, gentlemen, that man didn't need to say anything else to advertise just the type of fellow he was. He was not a printer; he was not even a good imitation of one. He couldn't have discovered himself to me more successfully if a searchlight had been turned upon him, or an X-ray. I made up my mind as to him, and verified the accuracy of my opinion later. In the first place he was a price-cutter; in the second place he was a short-count printer. Of course, you gentlemen in Chicago don't know what I mean, but they have known in all the other places where I have recited this story. In the third place, the man had a cotton string for a backbone. He had no manhood such as a printer needs to be a regular printer. He was not a member of the United Typothetae of America. However, I hope because of some things that transpired that night he may eventually become a member of the U. T. A. I hope it will be possible for him to get a new light upon the calling, or craft of a printer and to see it from a more dignified standpoint.

I find in going around the country this man's name is legend; his habitation is the entire country; men who live upon the leavings that drop from the master's table. These men are not salesmen, not even order takers. There are two classes of salesmen I have met, and I would like to point out to you what I consider them to be by two illustrations. One printing salesman goes into a man's office and takes out his card, presenting it to the young lady at the desk, and says in a casual way, "Take my card in to Mr. Blank. Ask him if he has anything for me today." Again, of course, you people in Chicago don't know anything about that kind of solicitation, but those kind of salesmen exist in probably every other city, town, village and hamlet in the United States—excepting in Chicago.

Now, probably the business man in the average office receiving a message of that kind would do precisely what that business man did. He looked at the card, handed it back to the young lady and courteously said, "Take the card back, and ask the young man if he has anything for me, today." This floored the young man, of course.

Another salesman, a regular salesman, went into a business office, took out his card, presented it to the young lady at the desk. Down the corridor he saw the proprietor talking with another gentleman. He sent in his card with the request that he see the proprietor, and the proprietor, being busily engaged in talking, looked at the card blankly and thoughtlessly tore it up, dropping it on the floor. After the young lady waited around awhile, she came back to the salesman and said, "Well, I guess he hasn't anything to say to you today," and the salesman, being a regular salesman, replied, "Why, that's all right, but just kindly go back and tell him I would like to have my card." The young lady went back to her boss and made known the request. The boss became a little confused, and he realized what he had done. Without thinking, he took out a nickel and handed it to the girl and said, "Give that to him."

She brought the nickel back and presented it to the salesman. He thanked her and said, "Wait just a moment."

He took out his card case, reached in and took out another card and gave it to her saying, "Please give him this one and say they are two for five."

Now, that salesman got his audience with that man. Why? Because he belonged in the class of men who have something to say, and not in the class in which the other man was who had to say something. There is a vast difference.

So, little by little as this trip has progressed I have been brought in touch with these side lights, and gotten some flashes that I hope will be of benefit to the membership at large of the U. T. A. After coming back to the office it seemed best for us to inaugurate a membership drive to get into the organization some printers who should belong to it and to show the printers of the country what the U. T. A. is trying to do. We devised a series of mailings; two of the mailings have gone out to a list of prospective members.

With your permission, I want to call your attention tonight to the first folder, which probably some of you have seen. The title is, "Are You Fighting the Battle ALONE?" Now, a friend was in my office shortly after this went out, and his opinion was asked as to this piece of mailing matter gotten out by the national organization. When I ask a man's opinion I hope I get his "straight-from-the-shoulder" opinion. Other kinds are of no use. He remarked that it seemed to him to be a rather ordinary piece of printing. I agree with him fully. As an advertising man I believe in excellent printing, but I have learned that elaborate printing is not necessarily good advertising.

This folder is going out to get members for the U. T. A. Every man who becomes a member of our organization must pay dues. Had this been an elaborate piece of printing going out to printers, I am sure that many of them would have examined it, sized it up for its mechanical and artistic excellence, but would have failed to get its message. Now gentlemen, when a messenger boy comes to your door with a message you waste little time looking him over, but you will reach for the message.

I am going to read to you what this folder carries, and it may interest you to know the results today from the use of this mailing which went out less than thirty days ago. It has been remarkable, the number of inquiries that have been received. "Are You Fighting the Battle Alone?" (Reads): "Once upon a time there was a man who wanted to fight for his country, but he wanted to do it his way. He was a self-made man and worshiped his maker, as most self-made men do. So he didn't join a military company like a regular soldier. What he did—don't laugh—was to pick up a uniform somewhere and a gun and some ammunition, and start off to fight his battles alone. And what happened to him won't surprise you. Pretty soon he ran out of ammunition; then he was unable to protect himself, and soon he fell. Without aid, he would have died. Who gave it to him? Foolish question number six million!—the organization he wouldn't join came to his aid and saved his life. In other words, the very crowd he wouldn't help by going up with them, helped him when he couldn't help himself.

"Then what happened when he got going again? He was heartily ashamed of himself and his selfishness. He straightway 'joined up' and lived happily ever after."

My friends, that is a little preachment in behalf of our organization as fully as it is one in behalf of the U. T. A. Further: "Why fight the battle alone? Friend printer, think. By enlisting with the United Typothetae of America you will add real strength to your business without subtracting an atom of your individuality or independence. Membership in the U. T. A. means greater success through hearty co-operation with many other good printers who have pledged themselves to preach and practice better business methods, and to help eliminate price-cutting printers from the industry. Write us or wire for further facts about

(Continued on page 13)

Local Chicago News

The annual meeting of the stockholders of Rand, McNally & Co., called for February 3rd at the company's general offices, was postponed until near the end of the month. A board of seven directors is to be elected.

The latest additions to the equipment of the Regan Printing House are a Dexter folder with automatic feeder and a Moyer automatic stitcher.

The spirit of optimism over the printing trade outlook is noticeable in both the heads of printing plants and dealers in machinery and supplies. Where the story was told a few months ago of plants and newspapers being discontinued, the reverse is now heard as the soldiers get back to civil life.

Once more Chicago has rumors of new daily papers to be started, one to have the backing of Henry Ford. He would probably be surprised to find how difficult it is to establish a new paper without a news service equal to any competitor, aside from making it pay.

The World Press plant at 815 Exchange Avenue, Union Stock Yards, is offered for sale by the Wanner Machinery Company. It has a \$70,000 equipment, and the plant and good will can be bought for \$35,000 on terms. Four cylinder and five job presses, and four typesetting machines, with other machinery, etc., make it complete. It is a fine opportunity for someone.

The Dearborn Type Foundry is having a good demand for its new leads and slugs and for Russian type.

Don't forget the Schroeder Bros. Company now have the Herrick cuts and they're business getters.

Grier Press has just added to their equipment a 32-inch die cutter and creaser, to better handling of their business. A removal to larger quarters soon will be a probable necessity.

C. F. Anderson & Co., Chicago, have furnished five machines to the International Brotherhood of Maintenance of Way Employees' printing plant in Detroit. These machines are to fold, stitch and wrap the magazine they issue. Mr. Anderson reports business to be decidedly improving. Several orders were received for their high-speed folding machines during the month of January.

D. W. Mathews and family started to Florida February 8th and will spend six weeks visiting various places there.

Business in the trade plants continues healthy, city registration adding more work to normal conditions.

Herman Grawoig of the Boam Typesetting Co. is enjoying a well earned vacation at Hot Springs, Va.

KVP
Universal Utility
Bond

Brilliant in Color

KALAMAZOO
VEGETABLE PARCHMENT
COMPANY
KALAMAZOO, MICHIGAN

Subs

The
Samples
Are
Ready!

J. OWEN LEE, PRES. AND TREAS.

P. J. HAZLEWOOD, SECRETARY

GREAT LAKES PAPER CO.

PRINTING PAPERS

Carried in Stock and Mill Shipments

Everything in Seconds

Let us show you samples of some of our leaders

SUPERIOR, MICHIGAN AND HURON
ENAMEL BOOK PAPERS

We have a large stock on hand for immediate delivery

We sell to the printing trades only

TELEPHONE WABASH 1413-1414

515 SOUTH WELLS STREET

CHICAGO

ALWAYS READY FOR YOU

"I'll pass along your story,"

The press at Regan's sings;

"Tell facts both new and hoary—

Whate'er the printer brings.

"Though eyes to me are lacking

And ears I ne'er possessed,

Yet sight and sound I'm stacking

For those with reason blest.

"My task is knowledge spreading,

That earthly ills may cure;

Life's endless footsteps treading,

I serve you swift and sure."

WHAT an immense and varied library could have been made from the stupendous volume of printing we've turned out at Regan's. We are improving our record steadily and are ready for you at any time. We save you a lot of trouble by furnishing presswork and binding of the highest quality at a fair price. When can we expect your work?



Regan Printing House

523-527 Plymouth Court

Chicago

Telephone Harrison 6280

J. W. HASTIE, President
JOS. A. SINGLER, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

The monthly meeting of the Franklin-Typothetae of Chicago was held at the City Club, Thursday evening, January 16, 1919, at 6:00 p. m.

President J. W. Hastie, presiding.

Following the dinner President Hastie stated that if there were no objections the reading of the minutes of the preceding meeting would be dispensed with.



F. W. RANDOLPH

An application for membership was received from the following firm:

Daily Drivers Journal.

The motion was made by Mr. Boyle, seconded by Mr. Laxman, and carried, that this firm be admitted to membership in the association.

President Hastie stated that the association had recently employed the services of a field secretary, who at present is being trained at the expense of

the national office in survey work in Detroit; that this secretary will work under the direction of the membership committee, and that he would ask the chairman of the membership committee to make a report at this time.

Mr. Laxman, chairman of the membership committee, made an excellent report.

President Hastie called on Mr. Jones for a report from the cost committee. Mr. Jones briefly reported on the work of his committee, both the broadside which had been sent out and the other that will follow.

President Hastie then explained the significance of the association's membership in the Associated Employers of Illinois, following which he introduced Mr. Dudley Taylor, counsel for the Associated Employers.

President Hastie next introduced Mr. Chas. L. Estey, director of the department of advertising of the United Typothetae of America. Mr. Estey asked the audience to join with him in singing the first and second verse of "America." Mr. Estey spoke on the subject "Advertising and Reconstruction." (Full text in this issue.)

Chicago, February 1, 1919.

In regard to the demands of the four unions, as set forth in our letter of January 29th, your scale committee, after being in continuous session yesterday with the joint scale committee from 10:00 a. m. to 10:00 p. m., finally agreed on the following:

"That in the matter of hours, overtime, and night work, present conditions are not to be changed, but are to remain exactly as provided for in the contracts.

In the matter of wages it was agreed that beginning Monday, February 3, 1919, the wages of all members of Pressmen's Union No. 3, Bookbinders' and Paper Cutters' Union No. 8, Franklin Union No. 4 and Chicago Typographical Union No. 16 (except junior feeders and apprentices) who are now receiving over \$26.00 per week, shall receive an increase of \$3.50 per week; and all

members receiving \$26.00 per week and less (except junior feeders and apprentices) shall receive an increase of \$4.00 per week. Piece-workers on linotype machines to receive a 1 cent per thousand ems increase, for both day and night work, the dividing line to be 8-point up. These increases above mentioned to be based on the contracts, plus the supplemental agreements of December, 1917, and October, 1918, and to continue in force for the full period of the original contracts. It is understood that the increases above are to absorb all future increases referred to in the contracts."

Since the National War Labor Board has not yet rendered a decision in the case of the junior feeders, it was agreed that this matter and any further readjustments in respect to wages of junior feeders is to be taken up with Franklin Union No. 4 in the very near future. The question of a readjustment for apprentices will also be taken up with the unions affected. The membership will be notified as soon as these adjustments have been made.

Very truly yours,
DANIEL BOYLE,
Chairman, Franklin Division.

The work of the Printing Trades Credit Association for January shows results for the following members:

Collected Without Suit:	
Fifteen accounts amounting to.....	\$385.19
Collected With Suit:	
Barnard & Miller.....	\$446.35
S-K-H Typesetting Co.....	10.91
W. J. Hartman Co.....	249.45
Fred Laukert.....	57.15
	\$763.86
Judgments Secured:	
Arling Shaeffer for use of W. J. Hartman Co. v. Lyon & Healy (Garnishment)....	\$167.13
Fred Laukert v. Economy Printing Co.....	54.15
Barnard & Miller v. Edgar T. Davies.....	17.75
Barnard & Miller v. Horace E. Bennett....	37.25
J. P. Black & Co. v. Rainey Drug Co.....	84.15
Polish Nat. Pub. Co. v. Henry H. Wessel & Co.....	28.60
Polish Nat. Pub. Co. v. Frederick H. Froemke & Co.....	80.50
	\$469.53

Employing Rulers and Binders Association

The rulers received an advance of \$3.50 a week, to become effective February 17th and running until the expiration of their contract. Apprentices received \$1.50 a week increase, the wage being governed by the years of apprenticeship.

Frank Gould recently purchased the one-half interest of B. C. Eger in the firm of Gould & Eger. This is one of the oldest firms in their line in the city, dating back twenty-five years. For twenty-two years Mr. Eger was interested in this firm and retired because of failing health. Nicholas Peiffer has purchased an interest in the firm, he having been an employee there for sixteen years before engaging in other work. The new firm has incorporated and will remain under the old name, Gould & Eger, 167 W. Monroe Street.

P. J. Mortell recently received a letter from his son, Lieut. F. C. Mortell, stationed in France with the 319th motor supply train. Lieut. Mortell is anxious to return to Chicago, but probably six or eight months will elapse before he again sets foot in the United States.

Trade Composition Association

A \$3.50 increase in wages was granted the printers, making the hand scale \$36.00 days, \$38.40 nights. The linotype and monotype scale is \$37.40 days and \$39.80 nights.

Edmond J. McCarthy, Jr., one of the four sons of E. J. McCarthy of the Smith-McCarthy Typesetting Co. in the service of the United States, with the marines stationed at St. Thomas, Virgin Islands, was wounded in the arm when rioting negroes were being subdued by the marines. Knowing the spirit of the McCarthys, all we can say is, that we are powerful sorry for some of the negroes who were in that mix-up.

W. A. Moriarity, who has been a member of a trench gun division in France, is expected home soon and will return to his position as a linotype operator for F. S. Morris. The trade plants are taking care of returning soldiers, setting a good example in demonstrating appreciation of the boys' assistance in putting a lot of "stuff" into the "hell box."

Charles L. Just of Superior Typesetting Co. was called to Milwaukee, January 27th, by the death of his father.

"Today is the tomorrow you worried about yesterday—
and it never happened." Keep the ball rolling.

MENDELSON BROS. PAPER STOCK COMPANY
CHICAGO, ILLINOIS

(Continued from page 8)

the only national master printers' association. You can boom your business and increase your profits by joining the U. T. A. There are many local chapters in many cities."

Then there is a detachable coupon to send back, expressing an interest in getting further information. On the reverse side, abruptly, curtly, we have said, "Stands for any Printer Who Doesn't Lay Down!" Underneath is the authorized trade-mark of the United Typothetae of America, National Association of National Printers, not Conducted for Profits.

Now, that's a simple, ordinary, cheap looking piece of advertising literature—so-called "advertising matter" as we rough-neck advertising men call it. My point is this, gentlemen, to you printers who are getting out advertising matter: Any kind of advertising that brings results is good advertising. I have met hundreds of printers in my tour who are lavishing money upon elaborate matter to advertise their business. Now, why do this, if it is only a dressed up piece of literature? Get the right kind of dress for every advertising message, whether in your own behalf or in behalf of one of your customers.

A second mailing piece is going out, which I want to call to your attention. It is going out tomorrow. "There Is Always a Reason for Success." Here is a line of men with folders in their hands, and another fellow scratching his head, without a word, looking at it. That is designed as an eye-catcher. "Hundreds of other printers are reaching out to get their share of benefits of the present membership. Now enjoy, etc., before you deliberately turn down the present opportunity to identify your shop, before you turn a deaf ear to the rallying call of this powerful national master printers' organization—Open up and get the facts."

I won't read this all, but that is the second piece of mailing matter going out with a return postcard. Another suggestion, if you will permit me to offer it, is never send out a piece of direct advertising matter for yourselves or for your customers without enclosing a definite come-back. Don't expect that any man who gets advertising matter is going to take time to dictate a long letter to you expressing his interest in your proposition. Make it easy for him to come back and say he is interested. Give him the means and he will appreciate it.

Now, gentlemen, the U. T. A., it seems to me, as an outsider, meaning not a printer, is like a big national army formed by many locals which correspond to the companies; the printer members, to the enlisted men who are joined together for the common good of the industry and the advancement of printing. The advertising bureau, which is a new feature, exists to help members who desire its assistance in the creation of new business. In this case the help will be to add new members to the national and consequently to the local organization. It will seek to get members to know more about and to use the wonderful help the national organization has already placed at the disposal of printer members. In part of my addresses, in some of them rather, occur some statements that I would like to read to you, instead of trying to recall them, and I want you to bear this in mind, please. Primarily I am not an arguer or public speaker, but I believe in the message which I have to put over and I am going to ask you to listen to it.

From the standpoint of the outsider I have gathered in some lessons, and I want to pass them along to you as I am passing them along to other printers, and then after I get through I desire to ask your frank criticism, if you have it to offer. As I have said in other meetings of printers, if you have anything to criticize on these matters please do so in this meeting, or forever after hold your peace. After the meeting is over and you have had a chance to get up on your two feet and say what you have to say, don't criticize too severely. I have been with the organization only since

the first of October and I have a lot to learn. But I try to keep my eyes open and get some points about the organization.

This is the way I am going to present it to you. There seems to exist a misapprehension even among some master printers as to the "why" of the U. T. A. Some seem to think it is an organization formed and operated solely to fight labor. Nothing can be further from the truth. Even the most casual reading of the constitution and by-laws of the organization will dispel this erroneous idea. The U. T. A. as I find it stands and works for the betterment of the printing and allied industries throughout the country, and it adheres to certain clearly defined and the highest business principles. Through the recently established advertising bureau it is hoped that printers may be brought to understand and apply such simple truths as the following: Buyers of printing are not particularly interested in knowing about the mechanical equipment of a print shop. It makes little difference to them whether that printing is done, as one buyer of printing said, on a threshing machine or a lawn mower, as long as it is satisfactory. Bear that in mind, gentlemen. Out of the mass of samples of printing received in my office from printers around the country, about 95 per cent of it deals with the mechanical process of the print shop. What you have inside of your four walls—as a buyer of printing, I don't care. It doesn't interest me; what I want to know is what you have for me.

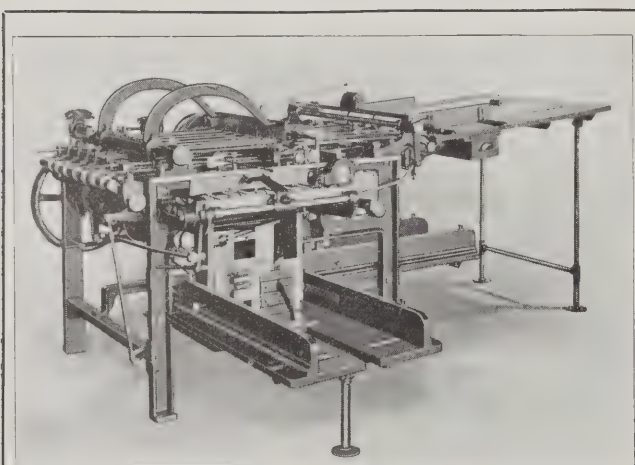
This thought, that what buyers of printing most want and are starving for, is constructive help in increasing their business. Elaborate printing, as I have said, is not necessarily profitable advertising matter. The small printer can get as big prices for his work as the larger printer if he can supply good advertising and merchandising ideas. Any printer who can supply good ideas is welcome in any business office. Ideas are not sold on the basis of price, but of worthiness. Percentage of profit in a printing business should not depend upon the volume of business handled. After all, there are but two classes of printers, as there are but two classes of salesmen in the world. I referred to them before. One class has something to say and the other class has to say something. Before the printer has a chance to say to a customer, "Have you anything for me today?" the customer may be saying to himself, "I wonder if he has got something for me today."

The use of more direct-by-mail advertising means more printing, at a profit, and the printer can be the one to supply the ideas for such advertising if he wants to make use of the assistance of the advertising bureau of the U. T. A.

Having sensed the needs of printers as outlined above, the U. T. A. has formulated a definite program for accomplishing these and other much to be desired benefits. This program is now being put into active operation as rapidly as is consistent with good business judgment and facility. The far reaching influence for good comprehended by this program and its probable benefits to all concerned is so apparent that many of the progressive printers and the allied industries have become identified in an actively co-operative way with the work. One for all and all for one is the underlying principle, as I find it, of the U. T. A. program of activity. It fits in perfectly with the great work of reconstruction, which now must engage the attention and best efforts of every man.

Here's another paper. These are going to be issued in the form of folders, or envelope stuffers, and they are going to be placed in the hands of every member of every local throughout the United States, for whatever use he wants to make of them. This one is entitled, "It's Not a Long Trail A-winding—It's the DIRECT WAY of the U. T. A." Let us start with this thought: printing is the art preservative. Without printing there would be no science, no literature, no business and no government, and

(Continued on page 20)



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

Parable One

with others coming, each based upon actual experiences encountered by the Membership Committee in its work in the Franklin-Typothetae of Chicago.

E. E. Laxman
Chairman

There were Two men in the Windy City. And they did each conduct a Printing Plant.

Because of their constant and diligent labor did they figure they were making the Mazzuma.

But such was not the case.

Behold, one Tuesday morning the one of them reasoned that his Bank Balance did not jibe with the 1,100 per hour flat beds which had been running, yea, day in and day out for many moons.

Verily, this Tuesday a. m. appeared to be an eventful one. Happened along a guy, well seasoned in jargon, and ready of smile and wit. His story was a straight one, his plea one of service. He was some boy, and a regular samaritan; and his name was Randolph.

To him did the printer unburden himself, asking, "What profit shall I have if I and my business be cleansed of my sin?"

And the reply he received was a request. For this man Randolph doth know the secret of finding weak spots in an unhealthful business. "Our Franklin-Typothetae speaketh a good doctrine," saith he. "Forsake ye not its counsel, and accordingly help me dig up some figures from thine business and I will show thee the pitfalls of thy affairs."

This then, beeth the lineup of the 1918 Philanthropic performance of the printer who was seeking light:

Total Mechanical Payroll.....	\$ 22,417.08
" Purchases and Outside Work.....	49,396.20
" Department and General Expense.....	37,469.16
Total Cost.....	\$109,282.44
Sales.....	99,764.83
Loss for Year 1918.....	\$ 9,517.61

Beholding this sad exhibit, the printer doth cuss with a vengeance, vowing he would cease from his own wisdom.

And unto Randolph saith he: "O thou of the smiling countenance, seeth thou a man diligent in business in the path I have trod, and he shall NOT stand before kings; verily he shall be called up on the carpet of his creditors, and his name shall be 'Denis.' I shall amend my ways."

And forthwith, he ordered installed a Standard Cost Finding System, which forsooth, is now being put in.

And thou, dear printer who readest this, dost thou see the point?

Old-Time Printers Hold Banquet and Ball

The Old-Time Printers' Association held their thirty-fourth annual banquet and ball on the night of February 1st, in the Gold Room of the Congress Hotel, which was very appropriately decorated with American flags.

It had previously been arranged to celebrate upon the anniversary of Benjamin Franklin's birthday. However, no enthusiasm was lost on account of the forced postponement of date.

There was an unusually large attendance, probably numbering 500 guests, all of whom appeared to be enjoying themselves.

Those at the speaker's table were:

Col. R. R. McCormick, Mr. Opie Read, Mrs. Read, Miss Read, Capt. E. A. Evers, Mrs. Evers, President W. A. Cahill, Mrs. Cahill, Mr. Fred Barnard, Mrs. Barnard, Col. Kniskern, Mrs. Kniskern, Mr. Chas. Brown, Mrs. Brown, Mrs. A. E. Buckie, Miss Buckie, Mr. Charles S. Peterson, Mr. T. E. Sullivan, Mrs. Sullivan, Miss Sullivan, Dr. John Timothy Stone, G. J. Knott and Miss Knott.

The evening's entertainment was opened by a very able invocation delivered by Rev. John Timothy Stone, minister of the Fourth Presbyterian Church.

The guests then joined in singing "America" with great feeling (for it was a "victory dinner" and this fact was not lost sight of), followed by entertainment by the Pier Quartette, through the courtesy of Capt. Edward A. Evers, commandant, U. S. N. Auxiliary Reserve School, Municipal Pier.

These "gobs" were not only good singers and entertainers, but each was a splendid appearing sailor and full of "pep."

William A. Cahill, the Printers' Association president, made the address of welcome, after which all felt that they were glad they attended.

A more able or interesting toastmaster could not have been selected than Opie Read, who told many interesting facts and amusing stories concerning printers and their trade.

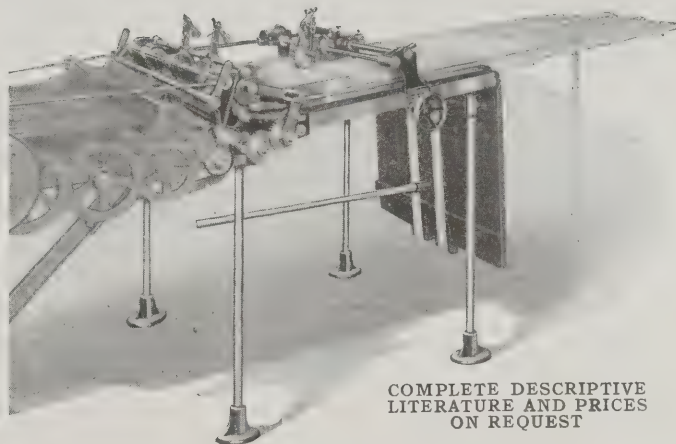
He introduced the speaker of the evening, Col. Robert R. McCormick, who chose as his subject, "Reminiscences of the Front." Col. McCormick served in the 5th field artillery as major, commanding the 1st battalion, afterward becoming adjutant of the 51st brigade. He was lieutenant colonel of the 122nd field artillery (the old 1st Illinois cavalry) when he was promoted to colonel and given command of the 61st field artillery, his post when the armistice was signed. Col. McCormick was introduced as "Bravest and Gallant," and which fact was borne upon us through his recital of the bravery of all his comrades, never once mentioning his own thrilling deeds.

Mrs. McCormick's absence was occasioned on account of illness, for, as the Colonel said, woman-like, she went through the entire conflict bravely

AUTO M ATIC

C C A I N

FEEDERS-FOR-FOLDERS



COMPLETE DESCRIPTIVE
LITERATURE AND PRICES
ON REQUEST

A POSITIVE WAY

TO PROCURE

UNIFORM MAXIMUM PRODUCTION

McCain Bros. Mfg. Co.

29 So. CLINTON STREET

CHICAGO

MAIN 1485

**BLOMGREN
BROS. & CO**
ESTABLISHED 1875
**DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS**
**512 SHERMAN ST.
CHICAGO**

F. A. Barnard & Son

529 S. Dearborn Street



Buy from the only
Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly

and waited until her return home before showing any bad results; however, as for himself, he said, manlike, he succumbed during the engagement, but was wonderfully nursed by his wife.

It was overheard stated by many, that his talk was not only the most interesting of such talks ever heard, but fuller of facts which were explained in such a comprehensive manner.

After the speaking was over some time was devoted in getting acquainted again, for this is one time of the year when one meets old friends not seen from one year's end to the other; however, never forgotten during the interval.

Dancing followed, beginning with the grand march at 10:00 o'clock and being led by Mrs. Annie E. Tuckie and Col. McCormick, President and Mrs. W. A. Cahill and Mr. and Mrs. Fred Barnard. The ever enjoyable square dances, which give all a splendid opportunity of participating, were enthusiastically entered into, followed by the more modern dances which to some degree eliminated some of the older guests.

The evening was one long to be remembered by all, and ended only in time to allow the guests to start homeward before Sunday morning.

Resolutions Adopted by Old-Time Printers' Association, January 26th, at Congress Hotel

Resolved, By the Old-Time Printers' Association of Chicago, that we join with all good citizens in mourning the death of Theodore Roosevelt, former president of the United States. His passing inevitably recalls, as of literal application to him, those words of Shakespeare:

"He was a man, take him for all in all,
I shall not look upon his like again."

To the very end Theodore Roosevelt was the archetype of good citizen, gallant soldier, incorruptible patriot, inspiring leader, faithful public servant. Hence, his extraordinary career was no accident; for the keynote of his crowded years from youth to age was service. By the example of his life in both public and private relations, by the influence of his acts in the many official positions where he so devotedly and effectively served his city, his state and his country, and by the power of his messages to his fellow countrymen, conceptions of citizenship and of life's opportunities and responsibilities are on a higher plane throughout the world.

Of him it can be said with literal and exact truth: the world is better for his having lived in it.

Prosper D. Fenn,
Bernard J. Mullaney,
William A. Cahill,
Herman Feitsch, Jr.,
William C. Hollister,
Committee on Resolutions.

A Prominent Printer Heeds Death's Call

Probably the most interesting and conspicuous figure the printing trade of Chicago has known or is likely ever to know has passed beyond earth's sphere. James L. Regan, founder and head of the Regan Printing House, after a lingering illness of more than four years, died January 25th, at his home, 618 South Wabash Avenue, where he had lived with his sister for thirty-one years.

Born in London, England, August 10, 1850, at the early age of eight years he was employed in a printing office. This was years before Parliament passed laws to prevent and to restrict the unwise employment of children under a fixed age limit.



JAMES L. REGAN

He came to the United States in 1865, where he sought and found work in the east. In 1871 he removed to Chicago, and was employed on the Chicago Times for a while. Starting out in business in 1877 at Lake and Franklin Streets, he met the usual problems which experience forces upon the enterprising man, but successfully solved them all until 1887, when labor troubles proved too much for him and he had to retire temporarily from the field. It can well be believed by those who knew him best that he fought as vigorously as anyone could do for what he felt was right.

With undaunted spirit he commenced anew in the following year, choosing his location at 87 Plymouth Place. The experience he had already gained and the friends he had secured made possible a steady growth, based on a record of good service. His plant might be said to have solved the secret of perpetual motion, as it was kept open all hours, day and night. The immense establishment of today stands as a monument to him and the limit of its greatness no one can foresee.

The Cleveland Folding Machine Provides

Three ways to save labor in your bindery

First—Because of the rapidity with which the machine is set for different forms

Second—Because the Cleveland requires minimum supervision after set up

Third—Because any boy or girl of average intelligence can feed the machine rapidly—the machine itself insures accurate register

—and by saving labor and diverting it for other work you help yourself to bigger profits, and help your Government to conserve man power.

The Cleveland has proven most efficient in hundreds of binderies. It will pay you to investigate now.

THE CLEVELAND FOLDING MACHINE CO.

General Offices and Factory
CLEVELAND

Aeolian Building, NEW YORK
The Bourse, PHILADELPHIA

532 S. Clark St., CHICAGO
161 Devonshire St., BOSTON

Mr. Regan was simple in his tastes and habits, never caring for the display of wealth, seemingly being so thoroughly absorbed in the printing art that nothing outside of it had attractions for him. He was approachable at all times and was generous to a fault. In him the trade could always find a stout defender whenever it was assailed in any way. Picturesque in speech and action, he conveyed his meaning in a way that could never be misunderstood. There was no sham about him. How thoroughly he gained the respect of others and the extensive circle of his friends is shown by the large number of honorary pallbearers from several organizations in which he held membership, chosen to accompany the body to the church:

The Franklin-Typothetae of Chicago: Thirty-seven members.

Old-Time Pressman's Association: Nineteen members.

The Old-Time Printers' Association: Twenty-three members.

Chicago Typographical Union No. 16: Seven members.

Chicago Athletic Association: Seventeen members.

The services were held at St. Mary's Church, Ninth Street and Wabash Avenue, where requiem high mass was celebrated. Interment was at Mount Carmel Cemetery.

There are surviving three sisters, Mrs. D. J. O'Brien of Jersey City, N. J., Jane F. Regan and Mrs. Agnes Dowd, and a brother, John Regan.

RECENT PURCHASERS OF LINOTYPES

Tribune, Green Forest, Ark.; Rice Belt Journal, Welsh, La.; Tribune, New York, N. Y.; Gazette, McCook, Neb.; Liberty Composition Co., Philadelphia, Pa.; Republican, Winamac, Ind.; News-Register, Forest, Miss.; Railey Ptg. Co., Wichita Falls, Tex.; The People's Forum, Lawrence, Kan.; Tribune, Terre Haute, Ind.; Times, Elmer, N. J.; Atlantis, New York, N. Y.; Truth, Elkhart, Ind.; Co-operative Publishing Co., Nampa, Idaho; International Ptg. Co., Los Angeles, Cal.; News, Freeport, Tex.; Rural Publishing Co., Mount Clemens, Mich.; Tribune, New York, N. Y.; Weekly Call, Vernon, Tex.; Caller, Corpus Christi, Tex.; Independent, Dearborn, Mich.; Daily News, Canton, Ohio; Advertiser, Montgomery, Ala.; Democrat, Waterbury, Conn.; Court Square Press, Boston, Mass.; Public Opinion-People's Register, Chambersburg, Pa.; Herald-Traveler, Boston, Mass.; Republican, Lexington, Tenn.; News, Danbury, Conn.; The Hepner Press, New York, N. Y.; Daily News-Weekly Sun, Blackwell, Okla.; The Pathfinder, Langdon, D. C.; Board of Education, Glassboro, N. J.; Bulletin, Norwich, Conn.; and Evening News, Waltham, Mass.



R. R. HARDER

R. R. Harder, secretary of the Federal Electrottype Company, entered the service of the government in February, 1918, as inspector of ammunition, and early in June enlisted in the navy. He has been stationed at Seattle, Wash., ever since. Though anxiously seeking release after the armistice was arranged, he has not yet secured it and is unable to learn when he can get discharged. His younger brother, Fred, is in the hospital at Fort Oglethorpe, Ga., for some trifling ailment, where he will be detained until well.

The assets of James D. Robertson & Co., bankrupt, were sold at auction, February 13th, at 501 Plymouth Court. Two cylinder and four Gordon presses, paper cutter and composing room equipment, with a delivery wagon, were the principal items. Mr. Robertson started in business in 1884 and developed a fine line. Later he got into trouble of various kinds. His failure cannot properly be attributed to the printing trade.

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.



WILLIAM C. HOLLISTER

Printers on Bank Directorates

The fact that at least five of Chicago's well known printers are directors of state and national banks was disclosed by the published reports of the annual elections held in January.

Charles S. Peterson, head of the Regan Printing House, is on the board of the Century Trust & Savings Bank; Thomas E. Donnelley, president of R. R. Donnelley & Sons Company, is a director of the Chicago Morris Plan Bank; Albert R. Barnes, of A. R. Barnes & Company, is a director of the Central Trust Company of Illinois; George M. Leathers, treasurer of the Henry O. Shepard Company, is a director of the Austin State Bank; William C. Hollister, president of the Lino-Tabler Company and Hollister Brothers, succeeds the late Harry H. Latham, former head of the Latham Machinery Company, on the board of the Bank of Commerce & Savings, 30 North Michigan Boulevard, one of the strongest of the younger state banks of northern Illinois.

Mr. Hollister has been interested in the bank for some time, and becomes a director as the institution is to devote special attention to the accounts of printing and printers' supply concerns. Commercial banking customers in these and allied lines will henceforth be accorded the same facilities by the Bank of Commerce as those offered by the national banks.

Printers and Lithographers Who Are Looking for

Coated Book and Coated Lithograph Papers

that combine the two essential elements of

QUALITY AND UNIFORMITY

should bear in mind that *Watervliet Papers* are made in a mill equipped in every particular to insure the manufacture of a coated sheet fitted to meet the most exacting requirements of *each* individual order.

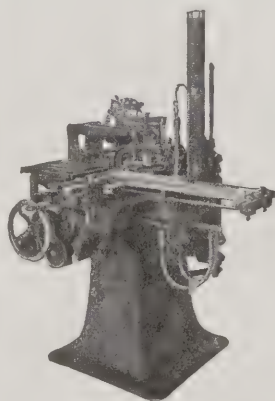
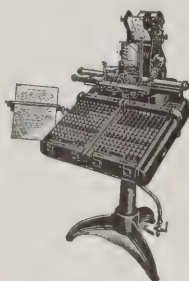
Our papers are sold through the jobbing trade. Sample sheets and the nearest jobber handling our papers will be gladly furnished you.

Watervliet Paper Company
Watervliet, Mich.

Your Composition Cost . . . *It can be reduced*

Do you know that the Monotype reduces the cost of both machine and hand composition? It does this through the Non Distribution System.

It reduces the cost of machine composition by making productive all the caster hours by using some of them in making type for the hand composing-room, thus cutting the caster hour costs.



It reduces the cost of hand composition by eliminating distribution and the type foundry bills, while making all the hours of all the compositors productive hours.

Printers have sometimes failed to realize these facts because they did not give the Caster proper credit for the time used in type making as productive time, thereby getting apparent high hour costs.

Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK, World Bldg. BOSTON, Wentworth Bldg.
CHICAGO, Plymouth Bldg. TORONTO, Lumsden Bldg.
Monotype Company of California, SAN FRANCISCO

(Continued from page 13)

yet some printer will say, "Oh, hell, I don't want it." Think of it, gentlemen. Next, printing is the key to all other industry. It reaches into every activity of business and personal and home life. Printing is a necessity. Printing is a legitimate business, a worthy business. There is no reason why it should not be as profitable as any other legitimate business. Realizing these things, how can a man fail to be proud that he is a printer?

Now, getting down to the U. T. A., which seeks to bring a printer up to a realization of these things, this is not an organization conducted for profit. It is not run by a few highbrows who make the other fellows trail along and swallow anything they may prepare—and right here I would like to say this, gentlemen: I have heard plenty of kickers through these eastern cities where I have spoken. "Oh, hell, there's no chance for us here, us little printers. No chance at all." When I got them right down to basic facts I found those fellows without exception are the ones who never go to meetings; never have a voice in the conduct of the meeting; they know nothing at all about the educational courses of the U. T. A. They have no interest at all except being just sponges. You've seen them; they soak up all the time and one must get them into a corner and squeeze them in order to force a drop out.

Gentlemen, those are the men who kick, and it is no less true of the printing business or U. T. A. than any other. The employer's organization—you get out of a thing precisely what you put into it, and if you, as master printers and heads of business, take no interest in legislation, as our friend here has spoken to you about, you cannot expect to get the profit laws passed. If you stay at home from primaries, if you have nothing to do with the formation of political slates, you haven't a kick in the world that you are justified in making about the kind of legislators that represent you. I am asking printers everywhere to keep their mouths closed if they can't say something constructive that will be of help to the organization that stands for progress in the printer's world.

Another thing, the U. T. A. is not a sectional organization. As the national voice of the printing industry it has accomplished and is accomplishing remarkable things. For example, by reason of what is done already. The printing industry is the only industry in the world that has created and put into effect a course of education for the benefit of the craft. You can't name another industry in the world that has ever accomplished this monumental task, gentlemen, and yet I venture to say that there are printers here who know little about the educational courses of the U. T. A., the estimating courses, the cost finding system, the salesmanship and advertising courses. Now, in a little city like Grand Rapids, they have an attendance of an average of 345 at their classes every week. Now, I will say as an experienced advertising man who has made it a study all his life that this course in salesmanship and advertising prepared for the educational committee of the U. T. A. is the finest business advertising course extended. I have examined them all; all the courses of education on salesmanship and advertising I have looked into, and the U. T. A. is far better than anything else I have ever seen published. Yet I venture to say—well, how many have you in your class here studying salesmanship and advertising? Eighteen out of a membership of 350? There is no excuse at all for not having a class of 250, and I say furthermore, that if you printers would study the course you wouldn't have to go to the expense of maintaining an advertising bureau with a \$100,000 man at the head of it.

The U. T. A. seeks to instill in printers everywhere a belief in the dignity of their calling, and to point the way to greater success through the adoption of simple business rules for the guidance of its membership. It has

sensed the truth that in addition to a good knowledge of the mechanism of the art of printing, printers need to study the art of printing at a profit—to be shown how to KNOW instead of guessing at their costs; to be taught how to estimate correctly; to be awakened to a realization of what constitutes a fair profit; to be assisted in the development of their business by the right kind of advertising and by offering constructive selling ideas to their customers instead of relying upon competitive jobs of printing for their income. "All should pull together in the same direction for the same object at the same time and all the time." That is another little folder that is being printed to be put in the hands of the members.

Can you stand for another? I always judge the interest of an audience by the number of them who go out rather than those who remain, so please don't sift out too rapidly.

Now, this is The Advertising Bureau, a paper just prepared yesterday which will outline to you the scope of service, or how the advertising bureau is proceeding to work. I would like to have you gentlemen get this carefully, if you will. Advertising or merchandising counsel is never offered by the advertising bureau in competition with advertising agencies or professional advertising counsel. In other words, I will not ever offer advertising counsel and assistance to a printer who is trying to get away from an advertising agency or a job of advertising. He is not going to use me for a cat's-paw. Only members of the U. T. A. are served who are in good standing in behalf of their own business and in behalf of their actual customers; never for the acceptance or rejection of prospective customers. In other words the advertising bureau of the U. T. A. maintains that constructive advertising and merchandising counsel and service deserves to be on the same professional plane which advice and counsel rendered to clients by attorneys or to patients by physicians is on. It should be charged for. An attorney or a physician is retained to handle a case and not until such relationship has been established on the basis of mutual confidence is service rendered. Thus, a man needing the services of a legal or medical nature does not shop around expecting to get advice from a number of lawyers or doctors, and then choose the one whose advice seems the best to him—the amateur. No reputable lawyer or doctor would serve without pay any person who is merely a prospect. It should be the same way with those who are seeking advertising counsel.

Advertising and merchandising advice and counsel is fully as important to business life as is advice and counsel of an attorney on legal matters or of a doctor on medical matters. The advertising bureau does not exist primarily to render advertising and merchandising counsel to cheap members of the U. T. A. or to their customers. Such counsel is, however, free to members in good standing for their own use; that is, free for the upbuilding of their own business. It costs them nothing; it is a part of the general service which is included in the membership dues. But advertising counsel is rendered to members in behalf of their customers only with a distinct understanding, and prior agreement, that the customer for whose benefit the counsel is asked and obtained is to be charged for it. The amount collected is to belong to the printer through whom the counsel is imparted less the small necessary service fee charged for the advertising bureau. If in addition to counsel the services of the advertising bureau are requested for the preparation of advertising copy, sketches, layouts, etc., a charge will be made for such work sufficient to cover the cost of production and handling.

Bear in mind all this time this thought: The U. T. A. is not conducted for profit. We are not trying to get a profit. This cost must also be charged to the customer by the printer to whom it is supplied, plus a reasonable profit for the printer. The amount of such profit is to be determined by the printer himself. No business man expects to

U. S. A. BOND

- ¶ What could be more appropriate for export or domestic stationery, than a paper with this watermark?
- ¶ And the quality of the paper does justice to the watermark. It is a strictly high-grade bond; any business will be proud to have it for its stationery.
- ¶ We have helped a number of printers to push this paper with very good results.
- ¶ We want to help you and invite your correspondence toward this end.

**BRADNER
SMITH & Co.
175 West Monroe St.
CHICAGO**

Modern Machinery

Used late style

1. 10x15 C. & P. Press.
2. 14½x22 C. & P. Press.
3. Two—29x41-4R. Miehles.
4. 44 and 54 Seybold 20th Century Cutters.
5. 40 in. Seybold Dayton Cutter.
6. 56 and 61 in. 4R. Miehles.
7. 19x25 and 25x34 Hall Folders.
8. 32x44 Dexter Jobbing Folder.
9. 25x25 Vandercook Proof Press.
10. 12x18 4-roller Golding Art Jobber.
11. No. 6 ⅞ in. Morrison Stitcher.
12. 28 in. National Rotary Perforator.
13. Model B Intertype, A. C. Motor.
14. Model 1 Linotype, A. C. Motor.

See our Classified Ads



714-16 South Dearborn Street
CHICAGO, ILL.

PHONE: Harrison { 6888
 6889

SHOPS: 215-23 W. Congress St.

Holmgren, Engdahl & Johnson

Company

EDITION BOOK BINDERS

412-420 Orleans Street
Chicago

TELEPHONES { Main 4928
 Automatic 33423

**"Books Bound by Us are
Bound to Satisfy"**

obtain valuable service gratis, and no member of the U. T. A. should be so shortsighted as to pay for advertising service out of his own pocket. A word of caution it seems to me is needed here. It is not necessary or desirable or in keeping with proper business procedure for the printer to itemize his charges for advertising service. The total bill for the printing should include the advertising items, but no worth-while customer will expect to be shown the detailed charges of a printing job any more than he would expect to show one of his own customers the cost of the various items of manufacture, and his own profit when rendering a bill for merchandise. Let me digress here. I have my own advertising business aside from the U. T. A., built upon advertising counsel and service. I am very proud to say the customers I have today are the ones I have had for years. They have never spent a dollar with any other advertising man than myself. I am also proud to say my customers are New York and New England men, and they think enough of the counsel I have been able to give them to have me keep their accounts and handle them from Chicago, and I even bring their printing here to be done. Then I send it back to New York, freight charges collect, for them to distribute. They have never once asked me a price.

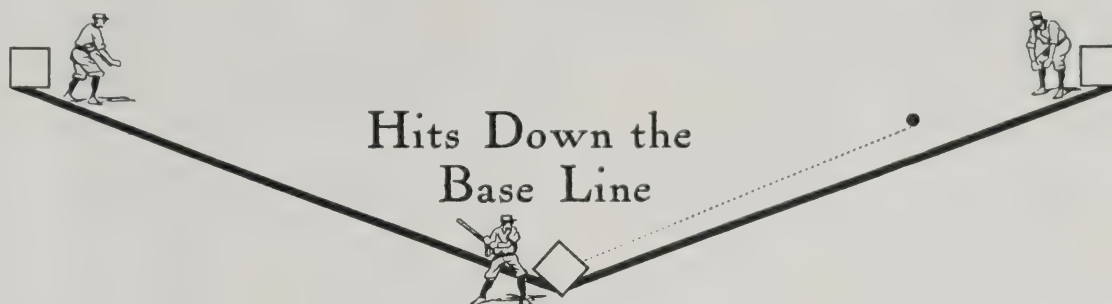
Now, I don't hoodwink them, gentlemen. Let me remind you of this: The advertising man is the only professional man I know of who must make good every year in order to retain the business for the next year. He has got to make good, meaning he must show results. A doctor can sew up a sponge or something inside a patient, and label it, "Opened by mistake," or even an attorney can make a slip and easily cover it enough, perhaps, to show and prove to the client's gratification that he has been giving him honest service all the time in spite of the fact that the slip testified against him. But the advertising man must show in dollars and cents or he doesn't get the same business the next year. That "cents" can be taken in both its senses: cents, sense.

Now, I was in competition, or discovered I was in trying to get some business from an eastern company. That was in my earlier days. I fell into this error. He wanted to know what my costs of production were. I told him I would come back the next day and show him the costs. I started to think about it. (At this same time I was helping to handle the B. V. D. underwear account. By the way, would you gentlemen like to know what the initials B. V. D. stand for? I had a Hebrew friend who assisted me in handling the account and he claimed that B. V. D. stood for "Best Vearing Drawers!")

But I got to thinking over the thing. Now this man manufactures something that I had to buy in the stores. He never showed me his costs. He wants to buy something from me. He wants my ideas and wants me to carry out those ideas, yet he wants to know my costs. I thought the matter over, and I got a little nerve. I went back to see him, and he asked, "Well, have you got those costs?" I said, yes. "Let me see them." "Not on your life. I'll make a bargain with you. I buy your trade-marked goods every week of my life and use them right along. If you will agree to open your books and show me how much your own material costs, how much your overhead is, how much your delivery charges are, or how much profit you put on your goods—if you will do this, I will show you mine, and not a minute before." He said, "You're right, Estey." He gave me his business. I have had it for eight years. He has never asked me a price since.

Now, not many weeks ago I was in a printing shop in New York City. The proprietor of the business, a member of the U. T. A., was in his office at that particular time showing the customer his books to prove he hadn't overcharged him. Why should he open his cost sheets to any customer? If you have got to get your business on the

(Continued on page 28)



Come on, boys, get in the game.
Drive one home.
Address contributions to H. D. B. L.
No foul balls score.

Ernie Englehardt of Chicago Overlay and Supply Co. recently returned from a trip through Ohio and Michigan, and is now giving a course of instructions to his friends in the various mysteries of a Pullman sleeper.

Ed Furlong is now with the Miller Saw Trimmer Company. Ed seems to be knocking them dead, and is batting over 300. Not bad, eh?

Tom is again in our midst. He blew in sometime in January, and is, as always, welcome. Tom who? Why, Bateman, of course.

Herman Wilde, formerly of Sinclair & Valentine Company, has gone to Buffalo to take up a position with the Dunn Ink Works.

Harry Clemens, more familiarly known as Clem, the popular and efficient superintendent of R. R. Donnelley pressroom, leaves in March to spend a month at Hot Springs. It is rumored that in addition to a special baggage car for wearing apparel, his special train will also carry a carload of golf sticks.

Printing Machinery Company will move about May 1st to new offices in the Fisher Building.

The convention of Printing Ink Makers was held at the Congress Hotel on the 14th and 15th of February.

C. C. Borthwick, western representative of Miller Saw Trimmer Company, was in Chicago last week on his way to the main office at Pittsburgh.

Paul Shattuck of Shattuck, Ny & Bickford, machinery and supply house of San Francisco, was in Chicago visiting Jo Anderson, western manager of Jaenecke-Ault Company.

Edw. Dauchey, well known advertising man, formerly of Kier Letter Company, has embarked in the letter service with Chester Wright. Their new offices on Dearborn Street are working overtime and it is understood that the result is, many satisfied customers.

Chas. August of Sinclair & Valentine Company has just returned from New York. We wondered why South Clark Street seemed a bit dreary.

We have just finished reading "Me and the Dog," a clever little book by Jo Anderson, western sales manager of Jaenecke-Ault Company. There have been many tributes to the dog written, but never in our humble judgment one which so plainly shows the heart of the man behind it. And from the standpoint of the printers' art, it is certainly a gem.

Unfortunately, lack of space prohibits our reprinting excerpts from this little book but we enjoyed it and we wish you could; but as it is out of print, it's no use wishing, but Jo tells us his new book, "Me and the Dog Came Back," will soon be ready and then we'll all get one.

Mr. and Mrs. John F. Buckie left last month for a vacation in California.

Mr. Leach of Universal Paper Products Company was in Chicago on business.

John Huyler, recently elected president of the National League, always likes to remember the days when he worked on the case, and John was a mighty fine printer, mind ye. And now we are wondering if Ray Schalk, our little White Sox receiver, has forgotten the days when he was the printer's devil. It certainly would seem as though the printing trade divided its leisure between baseball and chicken raising.

Gus Swanson of McWhorter Printing Company is back on the job after an attack of the flu.

John Holly, well known machinery man, has joined the sales force of Jaenecke-Ault Company.

Bill Bromley is at present living at the Y. M. C. A. in Pittsburgh. Bill likes the Y. M. and we hear that it's mutual.

The Chicago office of the Miller Saw-Trimmer Co., Chas. P. Evans, manager, moves, this month, into larger quarters at 524-26 South Clark St. The past year has been phenomenal in the sales development of this company and this has necessitated their increasing their offices and display capacity in Chicago. The new location gives them double the space previously occupied. Very clever announcements are being sent out by Mr. Evans to the trade.

The Printing Trades Craftsman, Chicago Council No. 1, held its annual dancing party at Lincoln Park Chapter Hall the first of the month. Many of the employing printers attended and it was voted a very successful evening.

The fraternity has heard that Dan Spidel of the United Printing Machinery Company had quite a fine time at the St. Louis Mud Cat Club, and it has been whispered that Dan drank up all the bait.

Harry E. Hillman is again connected with the Clark-McElroy Publishing Company.

I. H. Hopper, superintendent of the Keel Stationery Company, is back at his desk after an illness.

Gene Adams, well known ink man of The Queen City, has gone back into the automobile game, and Chas. Abbott has succeeded him in getting business for the above firm.

F. E. Okie Printing Ink Co. has moved from the Monon Building to larger quarters in the Caxton Building.

A wire has just been received by The Kier Letter Company that its president, W. E. Kier, is on his way back from "Over Seas."

Harry Muss of the Dexter Folder Company is making a business trip west and expects to be gone two weeks. Harry seems very happy these days, proof that business is good.

Our good friend Jim Sherman (him of the "spot light") has just returned from a business trip through Indiana and Kentucky and reports business good.

The Magill-Weinsheimer Company, Chicago, has increased its capital stock from \$50,000 to \$150,000.

The Atterley Publishing Company, Chicago, has changed its name to the Atterley Company.

A portrait of John Calhoun, Chicago's first printer and publisher, is included in a donation of art works made by Charles F. Gunther to the Y. M. C. A. hotel that is to be erected in Chicago this year.

George M. Leathers of the Henry O. Shepard Company was elected, January 14th, as a member of the board of directors of the Austin National Bank.

Carl Latham, brother of the late H. H. Latham, was chosen to succeed him as president of the Iroquois Club.

The Cline Electric Mfg. Company had a successful year in 1918, though the box making industry made a bigger demand than printing plants. This year linotype machines and pressrooms will call for a greater number of equipments.

The Fenton Johnson Publishing Company, Chicago, capital, \$5,000, was incorporated February 11th, by Fenton Johnson, James H. Moody, Flournoy E. Miller and Benjamin H. Lucas.

Walter Hotchkin, a carpenter, reported to be the last American prisoner to leave Germany, was formerly employed by the R. R. Donnelley & Sons Company. His delay in getting away was due to being ill in a Stuttgart hospital.

The first annual get-together dance and dinner given by the employees of the Superior Typesetting Co. was held in the work rooms Saturday, February 8th, in honor of the boys of the Superior who returned from service and who were reinstated in their old positions, a policy the Superior is following in all cases. Four men have returned and five more are expected home soon. The arrangement of the meeting was in the hands of H. E. Grunewald, F. A. Evers and Ralph Kirby. An address of welcome was made by C. L. Just, and music was furnished by Messrs. Charles Danek, J. Muller, H. E. and A. C. Grunewald and the Misses Irene Just and Rosalie Cuchna. Luncheon was served at 10:00 p. m., good-fellowship coming to the fore, developing a closer acquaintanceship and spirit of "camaraderie." A neatly arranged program was printed for the occasion, which featured the salient characteristics of every individual of the Superior. The shop was decorated in red, white and blue streamers and American flags.

"From Me and The Dog"

Did it ever occur to you, Mr. Printer, that in pricing up a job of work from your cost sheet or job ticket, the ink used on the work should be included just the same as the paper, composition, press work, binding, cutting, wrapping and delivery?

How small at times is the cost of ink?

Is it not wise to use the best?

Jaenecke-Ault Inks are the best.

I used them for twenty-five years.

I KNOW.

Yours truly,

JOS. M. ANDERSON, Western Sales Manager

JAENECKE-AULT COMPANY

609-611 So. La Salle Street

Telephone Wabash 8533

Absolute Register Easily and Quickly Obtained and Retained

With the Warnock and Sterling Systems of Plate-Mounting Blocks

Designed especially for plate printing where close, maintained register is imperative, and where rigidity against impression and adaptability to large or small forms are essential to efficient printing from plates.

Used and Endorsed by America's Most Prominent Printers!

Complete descriptive literature on request to

THE PRINTING MACHINERY CO.

TOM BATEMAN, General Sales Manager JAMES T. SHERMAN, Chicago Representative

552 S. Clark St.
CHICAGO

Main Office and Factory 45 W. 34th St.
Third and Lock Streets
CINCINNATI, OHIO NEW YORK

Beware—of the man with the “taking ways.” The firm of Holmgren, Engdahl & Johnson was visited by said man, and Mr. Engdahl says he believes that the man’s business must be “picking up.”

It was this way: On January 27th, and just fifteen minutes before Ben Franklin Monthly’s representative made his appearance (looks bad, doesn’t it?) a man entered the firm’s offices at 412 Orleans Street, and asked the young woman at the desk for a job; his manner was taking (more so than the young woman suspected), and so she hastened into Mr. Engdahl to petition work for him; when she returned a minute later, this nice man was gone and with him the firm’s cash box containing \$30.00.

Other firms in this vicinity have suffered like losses, and a special committee has been formed to give this young man a cordial reception when he again calls.

Aside from this, Mr. Engdahl reports business excellent.

Chas. M. (Shorty) Moore is back in harness again. Shorty is, we believe one of the best known ink men in the business, but he has not been actively engaged in the ink game for several years. Another talent of his is a capacity to sing, and they say he has a voice like John McCormack (whether he will sing for the printers was not learned). Shorty is now selling Dunn Inks. Another to join the sales staff of Dunn Ink Works is Bill Winger. You all remember Bill.

John J. Carroll, New York sales manager of Sinclair and Valentine, was in Chicago and, with Chas. August, Chicago manager of the same firm, attended the get-together meeting of the “Inkers” held at the Congress Hotel.

The Ink Makers of the country held a big informal meeting at the Congress Hotel in the spirit of “together we stand and divided we fall.” It was a satisfactory meeting in a great many ways, although nothing absolutely definite could be decided upon, as the heads of some of the firms were unable to be present. Those attending brought up the question of the necessity for a Standard Cost System in the manufacture and sale of printers’ ink, and this seemed to meet with marked approval. The banquet was held in the English Room, and everybody has a good time as is usual with ink men.

Write, Not Right—She Was Wrong

As one of our valued exchanges failed to appear, the editor stepped into a stationery and periodical shop and asked if they carried “Printers’ Ink.” The dainty miss behind the counter, after careful investigation, replied: “I’m sorry, but we only carry Sanford’s and Carter’s.”

Advertising Talks No. 1

Benjamin Franklin Invented Bifocals

Many buyers of trade paper advertising have on only their short vision lenses. They advertise with the one thought of getting direct results to be received in a short period of time.

A threefold injustice is the result—the trade paper used,—the value of advertising,—and confidence in their own judgment.

Bifocals Are Needed

Look through the long vision half with a mind convinced of this fundamental fact—

The accumulative value of steady, consistent, every issue advertising has proved to be a powerful factor in building up the most successful businesses in America. Experience has shown that a liberal use of your trade paper is a link in the chain of success that should not be overlooked. Don’t make the mistake of having a weak link in your sales development. Remember: “A chain is no stronger than its weakest link.”

Trade paper advertising pays.



CINCINNATI

The Queen City of the Industrial West

KENNETH C. CRAIN, Representative

307 First National Bank Building

Telephone Main 1959

The business of Cincinnati printers during the past month has been of a sort which does not indicate any difficulty, locally, at least, in solving the problems of readjustment to peace conditions. While it is true that many large plants were devoted largely or exclusively to war work up to November or December, they are finding comparatively little difficulty in laying their lines for peace business; and, in the meantime, they are preparing the way by arrangements for more aggressive advertising of all sorts than ever before. This means printing, and constitutes the chief reason for the excellent business being enjoyed by the printing trade hereabouts.

An incident which is known to some members of the trade in Cincinnati, indicating just how the fight for business is going to affect the printers, relates to the plans of a big machine-tool company for the production of its first catalogue in several years. It is, of course, known that during the war the machinery manufacturers in this vicinity were so rushed with business that hardly any of them issued catalogues or other literature calculated to stimulate demand still further. Now, however, they are facing peace with extended facilities, and intend to go after business accordingly. In the case referred to, it is understood that the manufacturer is arranging for an edition of 25,000 copies of a new and enlarged catalogue, for world-wide distribution; and this is only one of a number of such jobs that can be looked for in the very near future, and during the entire year.

The operation of the three-year plan fits in splendidly with the generally increased interest in advertising, as printers will find it to their advantage to co-operate to the greatest possible extent with advertising men and prospective advertisers, for the good of all concerned. The spread of the plan is going on steadily. On February 12th, for instance, Executive Secretary Harry S. Neal of the Cincinnati Franklin-Typothetae was the principal speaker at a meeting of Dayton employing printers, at which the Dayton Ben Franklin organization was turned into a Typothetae group, and arrangements were made to co-operate in the three-year plan.

The work of the Cincinnati organization has been moving along at a pace which indicates how extensively interest has been stimulated by the move into new quarters, the enlarged and more interesting form of the local publication, and other factors. While Secretary Harry Neal was laid up for two weeks with a case of influenza, the work he has started moved along smoothly, except for the

necessary interruption to the educational classes, and it is the intention to make up for the lost time, if possible.

One of the most interesting addresses heard at any of the weekly luncheon meetings of the Franklin-Typothetae in a long time, and one indicating in several ways the extent to which the printers and the advertising profession are getting together, was that of Jesse M. Joseph, on January 30th, on "Advertising from the Service Standpoint." Mr. Joseph, who is a former president of the Cincinnati Advertisers' Club, put his address cleverly in the form of a sermon, selecting a text from Exodus, chapter 14 and verse 12: "Let us alone, that we may serve the Egyptians." Another interesting talk at the same meeting was that of Walter J. Berg, on "The Cost System from the Buyers' Standpoint."

The weekly luncheons are being well attended, as the addresses made have proved to be so interesting and valuable that the printers have learned to expect not only a good time from the social standpoint, but to receive valuable information from the technical and business angle. Besides the addresses referred to above, on February 4th, Wm. James of the Kemper-Thomas Co. talked on "Color Printing," and on February 11th, J. M. Thomssen of the Methodist Book Concern delivered an address on "The Value of Overlooked Items." The speakers and subjects for the remaining two weekly meetings of February are as follows: February 18th, John E. Richardson of Ebbert & Richardson, "Aids in Estimating"; February 25th, Arthur J. Morgan, U. S. Printing and Lithographing Co., "Co-operation Among Printers."

At the recent annual stockholders' meeting of the United States Playing Card Co., held at the company's offices in Norwood, near Cincinnati, several changes were made in the list of officers and directors, principally in the addition to the board of Arthur M. Lawrence, who takes the place left vacant by the death of Stanley A. Cohen, former vice-president. Mr. Cohen's place as vice-president was filled by the election of F. D. Jamieson, formerly assistant treasurer, as vice-president and treasurer. President Omwake was re-elected, and Arthur R. Morgan, formerly secretary and treasurer, was made vice-president and secretary. C. E. Albert, assistant secretary, was elected assistant secretary as well. The directors declared the regular quarterly dividend of 3 per cent on the company's stock, which has just been listed on the Cincinnati Stock Exchange.

Harry Stanage of the W. H. Stanage Co., stationers and printers, was commenting recently upon the heavy demand for business printing of all sorts, and stated that the need for skilled printers in the various departments of the business is acute. Returning soldiers will help out this need extensively, however, Mr. Stanage said, especially in his own plant.

Harry W. Amrine, well known in Cincinnati and vicinity as a salesman of printing, has been elected secretary and treasurer of the Mountel Press Co., Eighth and Sycamore Streets, succeeding the late Henry W. Brons. Mr. Amrine has himself been ill, and the announcement of his election was postponed until his recovery. He will devote his entire time to the company, in which he has become a large stockholder.

David Cohen, formerly president of Cohen & Co., printers and publishers, whose business on Opera Place was recently acquired by the Spokesman Publishing Co., has been made an honorary life member of the Cuvier Press Club, in recognition of his prominence in and service to the publishing business in Cincinnati. The Cuvier Press Club is the famous organization of Cincinnati newspaper men and publishers, to which many prominent men not actively connected with either branch of the trade belong on account of its Bohemian attractions.

Wisconsin Notes

A meeting has been called of the publishers of weekly newspapers in Wisconsin at the assembly chamber in Madison on the 22nd, to organize a league for the purpose of furnishing a state-wide advertising service which can be sold as a unit. Nearly a hundred publishers representing fifty-five counties have signed the call, which insures the success of the organization from its inception. John A. Kuypers of the Brown County Journal, H. L. Hoard of the Jefferson County Union, W. H. Bridgman of The Stanley Republican, The Flint & Douglas Printing Co. of the Dunn County News, F. A. R. Van Meter of the New Richmond News and Republican-Voice and Merlin Hull of the Jackson County Journal headed the movement which has seemed to strike such a popular chord. It will probably supplant the Wisconsin Press Association, which has been in a state of coma for several years.

The University Extension Division Service to Publishers and Printers Co-operating with the federated printing trades has recently installed the Standard Cost Finding System for the Elkhorn Independent, The Brown County Journal of Depere, The Stuebe Binding and Printing Co. of Green Bay and The Neenah Daily News.

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India Tint Made to Order

King Paper Company
Kalamazoo, Mich.

MIDLAND PAPERS ARE
PRACTICAL PAPERS

CERTIFICATE BOND

Carried in Stock in White and
12 Colors

LAYS FLAT

Especially Adapted to
Halftone Printing
for Bond Paper

Phone
Main
142

MIDLAND PAPER CO.
322 W. Washington Street
CHICAGO

(Continued from page 22)

basis of price and competition of price, gentlemen, I say you deserve to lose it. It is all right to say, "Well, we do business on a cost plus." Go ahead, but be careful what your plus is. Do not care what your cost is—put enough on it.

The man who has something to sell, who has constructive business ideas to sell, can always find a customer for them at his price. Some of you perhaps were at Cincinnati when I spoke at the convention there, and I brought out this thought which I am going to repeat: The expert is the man who can charge his own price, and if you want to get the expert's attention you must pay his price. I am going to bring out that point by referring to a personal incident, if you will pardon me. About two and one-half years ago I was stricken blind. I went stone blind in an instant while I was talking with some business men. The next day I lost my mind. (I got my sight back, but not my mind.) Now, gentlemen, my friends called in the very best medical help there was. When I got well I got a bill—and it was a dandy. Do you think I complained about it? I should say not; I got my eyes. It was worth everything it cost and a thousand times more. Do you mean to tell me when you give to the business houses a name for their goods or an idea for a trade-mark, or a suggestion on how to improve their merchandise distribution—do you mean to tell me that you can put a price on that according to its cost?

A bank down in a certain city found one morning that the vault was locked. They couldn't unlock it; something had gone wrong with the interior mechanism. Everyone in the place who knew the combination tried to open it and failed. At last, in desperation, they did what they should have done in the first place. They sent for an expert. It took him five minutes to open that safe. He sent in a bill for \$100. One of those old, moss-back directors grown old in the service, got it. He looked over the top of his glasses and growled. "Outrageous, outrageous—wow!" He de-

manded an itemized bill. The itemized bill came: "For opening the safe—\$5 00; for knowing how—\$95.00."

Now, gentlemen, we laugh about these little pleasantries, but I want to tell you something. The printer has made the biggest mistake of any industrial man in that he has not charged in accordance with what he is worth or what his work is worth. If you are going to bid all the time on competitive prices simply on ink and paper and type, that is one thing; but if you want to build up a profitable business with a few clients, take my advice as a man who is much older than any of you, and go out into your own field. Take off your coat and get right down and sweat. In this connection, somebody asked Mr. Edison where he got all his inspiration, and the reply was, "It is 1 per cent inspiration and 99 per cent perspiration."

All the brains are not locked up in the advertising fraternity, and I contend that any man who has a pencil and piece of paper and a desire to dig something out in behalf of his customer that will help him get that customer's business, can put on that piece of paper just as clever, just as practical ideas as I can or any other man in the advertising business. There is no "hocus-pocus" to the advertising business. It needs backbone, a belief in your ability to produce. It needs a knowledge of what your customer desires and then it means the ability and determination to stick to it and win.

Now, gentlemen, the U. T. A. advertising bureau will endeavor to assist the membership by helpful views from time to time as to proper methods to pursue in building up a more profitable business for themselves based upon constructive business building advertising ideas, rather than a business dependent upon price. The advertising bureau is too young yet to be fully organized. I have been away so much of the time that I have not yet had the opportunity of getting it thoroughly organized, but there are some principles which you gentlemen must introduce into your

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling
Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters

Hartford & National Presses

Boston Wire Stitchers

Boston Staple Binders

Portland Multiple Punches

Golding Machinery

Hamilton Wood Goods

Type, Borders & Ornaments

Metal Leads & Slugs

Metal Furniture

Brass Rule

Challenge Mach'y Co. Products

Numbering Machines

Angle Ink Knives

American Plate Brushes

Stapleset Benzine & Lye Brushes

Galleys, Brass and Steel

Run-Easy Tape Couplers

individual business if you want to lift yourselves out of the price competition class and be on the plane where other business men are.

I have had since the first of October many requests from different lines of business, aside from the printing business, for constructive merchandising and advertising help. The big paper manufacturers of the country want to get someone who knows how to tell them what to do. Last Wednesday night I addressed a meeting of 1,200 furniture manufacturers, at the Coliseum in Grand Rapids. They were hungry to know how to get more business for the retail furniture man and how to dignify his business and get more out of it. Over in Boston there is an automobile company, and another one, which looks for constructive advertising help.

Now gentlemen, I don't want to exalt the advertising bureau, because if I attempted to do that it would be exalting myself. I want to point out this thing to every man here, and I would like to get a chance to talk to your advertising salesman. I'll be glad to donate my services to talk to these young men and the young men in your plants. They ought to be here taking up that salesmanship and advertising course. Teach them the right thing, gentlemen, at the right time. Get them into that class. If you don't want to join the class, get the salesmanship and advertising course and study it. You say you haven't any time. I know you have time; I don't care how busy you are. Come to these classes and train your young men in the true principles of salesmanship and advertising, and there isn't a man here that cannot produce as good advertising for his customers as most of the expert advertising men in the usual field if he will apply the same common sense business principles.

One big thing in this reconstruction period that confronts me personally—I want to bring it home to you—the big requisite, the big necessity of today in this reconstruction period is the necessity of personal reconstruction. We have heard so many times that a chain is no stronger than its weakest link. It goes into one ear and out the other; it doesn't sink down into our beings. There isn't a man among us, and that means me and it means you, who cannot strengthen himself personally as a business man if he has the nerve to turn the searchlight upon himself and find out what kind of a fellow he is. There are many different persons wrapped up in each man: There is the man as God sees him; there is the man as his family views him; there is the man as his friends look upon him; the man as his business associates see him, and the man as he sees himself.

It takes a real man, gentlemen, one with 100 per cent red blood, to hold the mirror up to himself and look himself in the eye and say, "What manner of fellow am I, anyway?" And having seen a glimpse of what he is, to then begin the process of personal reconstruction. I maintain that our big program of reconstruction in this business world today cannot be any more successful than our personal reconstruction program is successful. We need it. These young men coming back—many of them our boys. When they come back they are not coming back boys—they are coming back veterans, God bless them, they are coming back regular men! They have been up against the real things of life. They have learned things that we, as fathers, have never taught them, and some things we have never experienced. They are going to look to you as they never did before, and they are going to watch the "old man." They are going to know whether it is safe to follow you or not, and if you don't look out they will go skyrocketing past you.

The necessity for personal reconstruction, gentlemen, applying the searchlight of truth to ourselves and to our business before we can become real business men, is great. A good way to start is to take advantage of the helps that are reached out to you through the U. T. A., and through your own Franklin-Typothetae of Chicago. A man who

goes out of this room and thinks he can fool himself by turning his back upon what he has read tonight and heard tonight is making a great mistake and he is limiting his own resources. So, I bespeak for the U. T. A. your hearty, loyal support and backing, and I ask it for my own department also. Throw in the bricks, but give me a constructive thought to go with them. The bouquets are of no use. Give us real helpful criticism that will aid us to build better. That is what makes a man grow. What makes a big tree in the forest grow? The winds that sweep through the branches, every storm, every gale that sweeps over the land rocks that old tree, sweeps through its branches—and every time the tree rocks it loosens the earth and those roots dig down further and get a firmer hold. That is what makes the tree strong and what stretches the already strong. In human life it is the rugged battle of fate where strength is born, that we too often shun. Those things make men strong and sturdy, and they are worth-while material for turning into actual helps for the world.

I beg you, gentlemen, in the name of the U. T. A. of America to stand as true representatives of the greatest craft in the world, the noblest craft—the craft that Benjamin Franklin, alive and dead, was proud to acknowledge. Let us be proud of it, gentlemen. I thank you for your attention.

Henry L. Pittock, publisher of the Oregonian for nearly sixty years, died at Portland, Ore., January 28th, as the result of influenza. He was eighty-three years old and was born in London, England. A son, four daughters, two brothers and two sisters are still living.

The Anchor Printing Company, Chicago, was incorporated February 1st, capital \$2,500, by Charles O. Grimm, James W. Dixon and Edmund F. Castleman.

We Make Envelopes for All Purposes

Edge-Gumming and Manufacturing—Prices Right, Prompt Service, with Auto Delivery. Phone Harrison 4837. We are as near as your Telephone.
 ❀❀❀ ANYTHING IN ENVELOPES ❀❀❀

CHAS. H. LUCK ENVELOPE CO.

(Not Incorporated)

701-703 South La Salle Street, Chicago

SCHROEDER BROS. COMPANY

Electrotypers, Nickeltypers and Engravers

120-124 W. Polk Street, Chicago

Phone Harrison 6062

We exclusively own and sell

HERRICK CUTS

Printers who know how valuable these cuts are in attracting and holding business don't need urging to make use of them. Those who don't can learn *it pays* to find out about them.

They may be had for one or two colors at *very favorable prices*. Don't delay.

CALL OR SEND AT ONCE TO

SCHROEDER BROS. COMPANY

Wages Continue to Advance

After an advance for composing room employees in the commercial or job branch of the printing trade to \$36.00 a week, day work; linotype and monotype operators, \$37.40; and night work, \$38.40 and \$39.80, with 1 cent a thousand more for piece-work, the demand came to be so strong for increased wages on daily newspapers there was great prospect of a strike unless an agreement could be reached between the publishers and their compositors. Quick action resulted in day wages being placed at \$37.20 instead of \$31.00, hourly wages, 79 cents, formerly 66 cents, and operators receiving 11 cents more an hour. The night scale changed from \$33.00 to \$39.60, from 71 cents to 85 cents an hour, and operators to get 12 cents more an hour. It was also agreed that from October 21, 1918, until the new scale took effect \$1.50 a week should be given to day men and \$1.90 to night men as extra compensation.

Zone Postage Is Not Abolished

The hope for doing away with zone postage by the passage of the war revenue bill proved to be vain. In conference over the bill the opposition to repeal on the part of the House of Representatives was so strong that the Senate conferees abandoned the proposition in order to facilitate progress. The intention was expressed to put the proposed change in as a rider to the postoffice appropriation bill. This means a continued struggle to keep the spread of knowledge on a strictly commercial basis within the narrowest point of view. There is never a thought of making our army and navy pay their way in building them up for defensive purposes, but intellectual protection must not have even incidental support, for fear someone might be overpaid. Yet it would be so easy to tax any excess profits.

Cheap Printing Is Costly

A penalty is incurred whenever a fair standard of work is disregarded in order to produce at a lower price. The customer loses in the unfavorable impression created upon readers by the printed matter, which is usually thrown away at the first glance. The printer loses, assuming he has been

sufficiently compensated otherwise, in the injury to his reputation among those who know he does such inferior work.

It isn't necessary, however, to go to the other extreme and waste a lot of time trying to get up something artistic. When that is requested the buyer should be made to understand there will be an extra charge in proportion. There isn't any good reason for giving two hours' work and getting paid for only one.

The unfavorable appearance of a job may be due to the wrong kind of stock and printers who underbid on the basis of cheaper paper run the risk of dissatisfied customers who will not merely send any future work elsewhere, but may also influence others having printing to do. Further, to assure profit the need exists to be fully posted on the difference in quality and quantity of ink required by various kinds of stock.

Losing competitors ought to be sure an inferior grade of paper hasn't been accepted from the winner who lands the job before jumping to conclusions of price-cutting.

The house that is known for low prices may get a lot of work, but unless a fair profit is assured the end is very unsatisfactory and may not be far off.

Who wants to be known as a cheap printer, anyway? Is that a worthy ambition?

Want Public Printing at Home

The Spokane Typothetae is having a struggle with the commissioners of Spokane County over sending printing to a St. Louis firm. There is a bill before the legislature requiring all public printing to be done in the state, and it has the indorsement of the printers. The county commissioners, asserting they saved 40 per cent by having the work done in St. Louis, declare passage of the law "would be an encouragement to make the bids even more unreasonable than at present, as there would be no means of demanding a just price." The Typothetae protests such a statement and demands a retraction. An extract is given from a letter sent by the St. Louis house, stating: "The original specifications were not entirely clear and when we received definite instructions for making the goods we found that we had figured a cheaper binding than is required. In addition to this our men made an error in addition on this item," so the job did not prove a profitable one. The two commissioners who awarded the printing contract told members of the Allied Printing Trades Council the only way out of the situation was to have a state law passed governing it and now they oppose passage of such a law.

The Northwest Tribune, a weekly paper for the northwest side of Chicago, is to be started March 1st by Tomaz F. Deuther, secretary of the Northwest Side Commercial Association.

THE BLUNDEN-LYON COMPANY CHICAGO

108 WEST
HARRISON
STREET

PHONE
WABASH
7210

A big, comprehensive line of usable sizes, weights
and colors in Bonds and Ledgers
in stock at all times



USE

BLYCO BOND



Hold On to Uncle Sam's Insurance

Approximately 4,000,000 officers and men of the army and navy are now insured with the United States government for a grand total of almost thirty-seven billion dollars.

You owe it to yourself and to your family to hold on to Uncle Sam's insurance. It is the strongest, safest and cheapest life insurance ever written.

For your protection Uncle Sam has established the greatest life insurance company in the world—a company as mighty, as generous, and as democratic as the United States government itself. Just as Uncle Sam protected you and your loved ones during the war, so he stands ready to continue this protection through the days of readjustment and peace.

The privilege of continuing your government insurance is a valuable right given to you as part of the compensation for your heroic and triumphant services. If you permit the insurance to lapse, you lose that right, and you will never be able to regain it. But if you keep up your present insurance—by the regular payment of premiums—you will be able to change it into a standard government policy without medical examination. Meantime you can keep up your present insurance at substantially the same low rate. The government will write ordinary life insurance, twenty-payment life, endowment maturing at age sixty-two, and other usual forms of insurance. This will be government insurance—at government rates.

The United States government—through the Bureau of War Risk Insurance of the Treasury Department—will safeguard you and your loved ones with the spirit and purpose of a Republic grateful to its gallant defenders. To avail yourself of this protection, you must keep up your present insurance. Carry back with you to civil life, as an aid and an asset, the continued insurance protection of the United States government.

The printer who is heard to declare that he never makes a mistake probably doesn't know one when he sees one.

Exclusively —
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

An Approved Paper Product

Do you consult these Sample Books when in need of Label Paper?

T.S. Youngsma & Company
Paper Specialists And Fine Coated Papers
235 S. Clark St., Chicago, Ill.

Albuslitho Coated 1 Side
The Universal Label Paper

CARRIED IN STOCK IN FOLLOWING SIZES:
22 x 36 12 x 44
22 x 38 10 x 48
29 x 41 14 x 50

ALL STOCKED ON A Basis of 25 x 38-60 Lbs

CARRIED IN STOCK IN FOLLOWING SIZES:
22 x 28 22 x 44
23 x 36 38 x 50

ALL STOCKED ON A Basis of 25 x 38-80 Lbs

T.S. Youngsma & Company

Basis 25 x 38-100 Lbs

Apost-card request brings them to you.

Stitching Machine Logic →

Why equip with two machines of limited capacity when one

Morrison Perfection No. 6 Wire-Stitcher

will give you the wide range between two thin sheets and a book 7/8-inch thick?

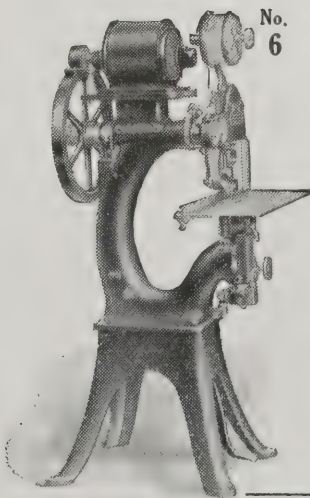
The selection of a Stitching Machine is worthy of your most careful attention.

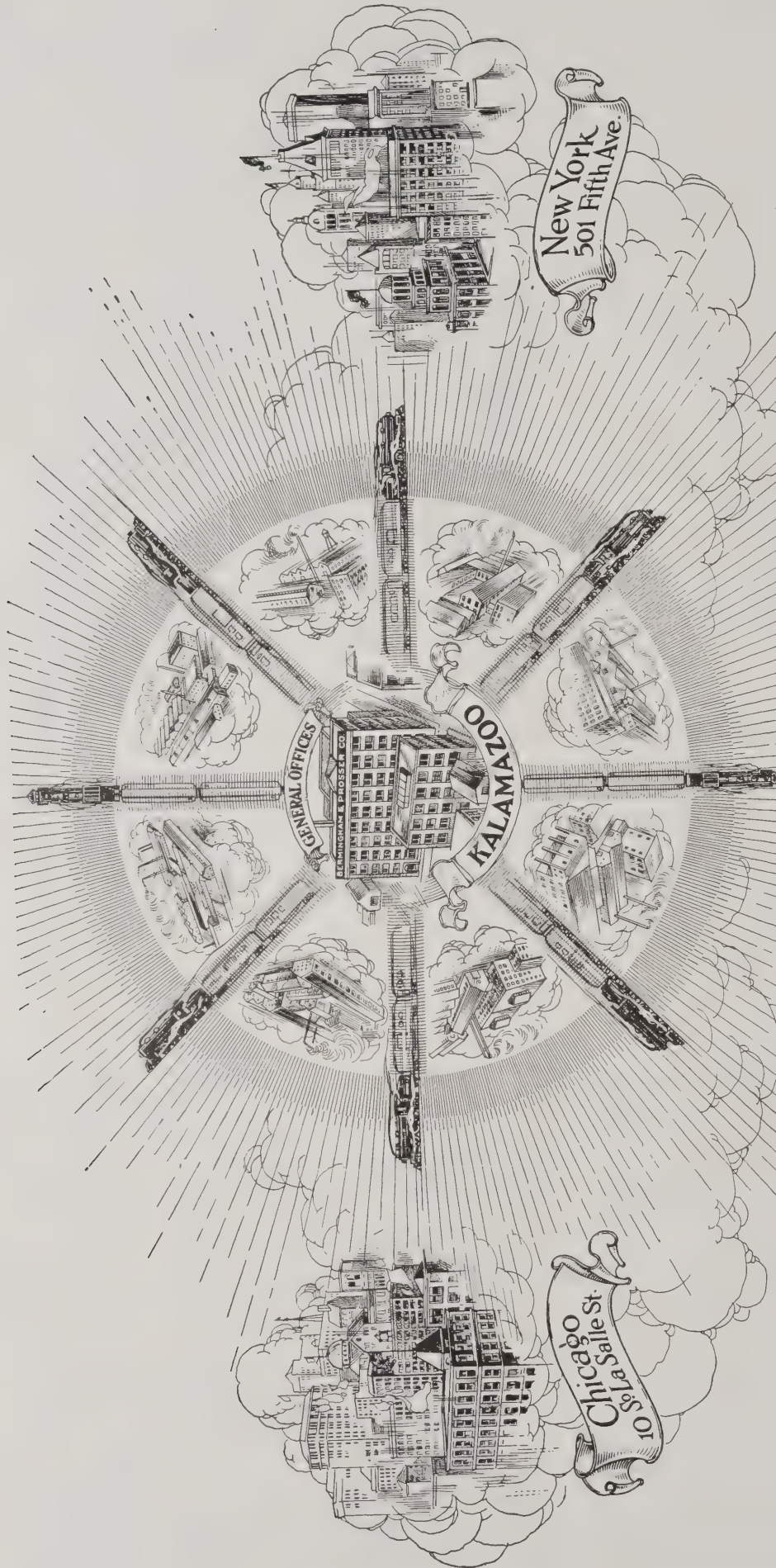
J. L. MORRISON COMPANY, Inc.

116 West Harrison Street, CHICAGO

Head Office and Factory
NIAGARA FALLS, N. Y.

C. I. Johnson Mfg. Co., St. Paul, Minn.





We are located in the heart of the greatest paper-making center in the world and are ready at all times to render service such as can be had only through an organization located as we are.

Bermingham and Prosser Co.

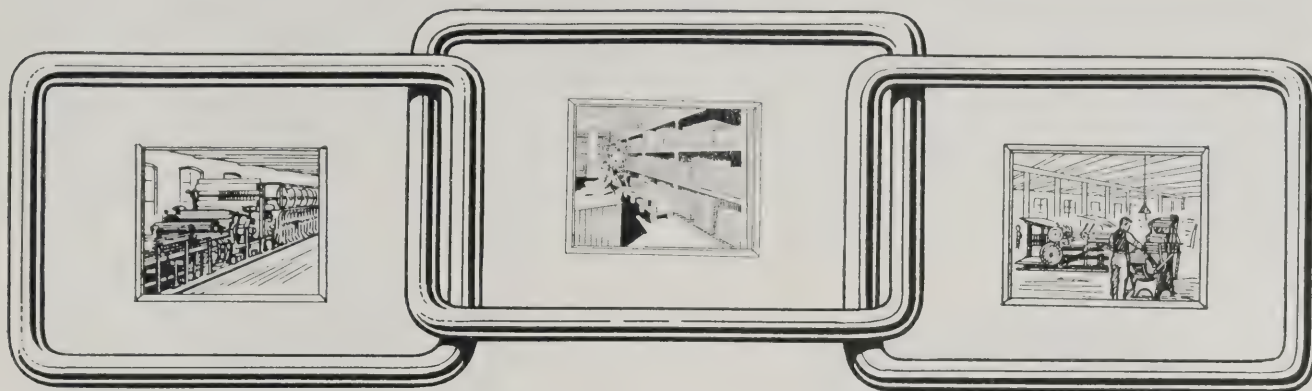
Paper Manufacturers

KALAMAZOO, MICHIGAN

501 Fifth Avenue
NEW YORK

10 So. La Salle St.
CHICAGO

Paper Trade Notes



Three Important Links in the Life of a Sheet of Paper

New Trade Character for Famous Foldwell Products

The Chicago Paper Company have adopted a trade character for their Foldwell products which will be featured in their advertising in the future.

Like their own trade mark of Acorn Brands, this character has a meaning that correctly interprets the stock which it advertises.



advertising, unaided by wrapper or envelope.

THE TYPE

The warrior was selected because he was a soldier that depended entirely upon his own ability to win. Unlike the modern soldier, he bore the brunt of the onslaught as an individual and had no artificial aid not directly under his immediate manipulation. This type represents Foldwell, which is rendering its greatest service when used as a self-contained piece of Direct Ad-

THE SHIELD

Foldwell meets the destructive forces of the third class mail service, protecting the sales message, prolonging its life and carrying it through to safety.

THE SPEAR

Signifying the Long Fiber. Back of the coating, back of the united strength of the paper is the long fiber ready to defend the sales story from all destroying agencies—the spear head goes a step further and typifies the yielding of all other papers to the claims made for our product.

Advertising will be issued in the immediate future, introducing this character to printers and advertisers; and the "Just as Good" and the "Near" folding enamels will be quickly discarded, as their sponsors cannot show this character to back up their claims.

The Season of Annual Conventions, Meetings and Banquets

The most notable ones, of course, were the forty-second annual convention and meetings with banquets of the American Pulp and Paper Association, held at the Waldorf-Astoria, New York, February 3rd to 5th. This year brought together a noteworthy number of men identified with the paper industry. Chicago and the Industrial West were well represented.

Geo. W. Sisson, Jr., Racquette River Paper Co., Potsdam, N. Y., was re-elected president of the American Pulp and Paper Ass'n, and Harvey E. Platt, of J. L. N. Smythe Co., Philadelphia, succeeded Geo. Olmstead, J. W. Butler Paper Co., Chicago, as president of the National Paper Trade Association. It is the custom of the National Paper Trade to select a new president each year, alternating from the east to west.

Aside from the privilege of hearing fine addresses from many of the brainiest men in the trade, these gatherings give one an excellent opportunity to greet old friends and business acquaintances and the writer hopes to be able to attend many more in the years to come.

The convention numbers of the paper trade papers are well worthy of careful reading. From their size this year, some time would be consumed in doing it, though.

One gold star and twenty-eight blue stars are on the service flag of The Paper Mills Company, 523 South Wells Street, Chicago. The supreme sacrifice was paid by Mr. Stanley, who died in training in a southern army camp, while preparing for over seas. Five or six of the boys have returned already and several are in hospitals from gas attack and shrapnel wounds. The company has held open all positions for them and a hearty welcome awaits each.

Great Lakes Paper Co.

As briefly announced in our last issue, the Great Lakes Paper Co. was incorporated about the first of the year to enter the field of paper merchants in Chicago. The company secured ample space at 515 South Wells Street and are now establishing their lines of paper, many grades of which they have already gotten in and are in position to deliver from stock.

The personnel of the company is made up of

J. Owen Lee and P. J. Hazlewood. Both of these gentlemen are well known in the Chicago paper and printing industries through several years connection with the Seaman Paper Company. They enter the field with ample experience in both the buying as well as the selling of this product and if the combination of knowledge of paper in all its many grades and ability to market this most essential item of the printer counts for anything, the Great Lakes Paper Company is assured a most successful future.



J. OWEN LEE



P. J. HAZLEWOOD

There Is No Better Folding Coated Book Paper on the Market than

Foldbest Enamel

THIS high grade coated paper is made from careful selected stock of the necessary quality to produce a paper that will *fold*.

IN addition to the unsurpassed folding qualities it possesses a very high, smooth printing surface, beautiful color and unusual strength.

Use FOLDBEST if you want 100 per cent satisfaction.

Dwight Bros. Paper Co.

626-636 S. Clark St.
HARRISON 395

We take pleasure in reproducing the likenesses of these two "hustlers" and join with their many friends in wishing them all success in their new venture. The company have gotten out a list of seconds already stocked and in keeping with the name have appropriately named some of their first leaders after the names of the great lakes. So we find on this list Superior, Michigan and Huron enamel book papers, each of which is carried in many sizes and weights.

The following is prominently displayed upon this leaflet:

"We are sending this list to the Printing Trade only as we do not sell direct to the consumer."

They are at the outset specializing on seconds in fine book papers and will gradually add to these as their demands warrant and in the meantime make a strong bid for mill shipments of many grades. Their telephone numbers are Wabash 1413-1414.

Parker, Thomas and Tucker Paper Co., 535-9 South Franklin Street, Chicago, have added Resolute Ledger to their already strong lines of ledger and bond papers.



RESOLUTE LEDGER

Resolute Ledger is one of the nationally known Neenah Paper Company's leading brands of ledger paper and has enjoyed an extensive sale throughout the country where fine ledger papers are in demand.

Get Your Customers' Confidence

Did you ever reflect that a customer may respond in kind to your feeling toward him? When trying to give him thoroughly satisfactory service at a fair price and he gets to know you are honest and reliable, he may hesitate about taking his work anywhere else, whatever inducements are offered. Ordinary judgment is sufficient to teach him that any gain in one direction may be more than balanced in some other way. Relations can become so friendly that your customer will inform you how he could gain by a change while asserting his intention to continue with you. That gives a fine opportunity to explain your position, if advisable, or at least show your appreciation in words or action. Once this footing is secured, where an



Knox & Wolcott Paper Co.
626 Federal Street Harrison 4203-4
CHICAGO

**Washington Bond
Old Stamford Bond
Irving Bond**

Three Winners in Bond Papers

Also Agents
Valley Paper Co.
Holyoke, Mass.

arbitrary contract does not prevent, you can show him why you have to increase prices when costs force it; but you must be ready also to reduce when costs decline. It has been all advance for a long time, but the reason was plain. To deal steadily with a reliable house is much more satisfactory than to experiment with strangers. Price isn't everything, by any means.

Service to the Paper Trade

The paper trade section editor welcomes news and suggestions from our readers. You can help to make our March number a very interesting issue. And we have something also that is to add materially to the size and service of this important part of Ben Franklin Monthly. We are growing.

Mrs. Helen M. Belford, daughter of the late Andrew McNally of Rand, McNally & Co., died at her mother's home in Altadena, Cal., January 28th. Two children and two sisters survive.



Send For New Printers
Foldwell Sample Book

CHICAGO PAPER CO.
803 South Wells Street
CHICAGO, ILL.

**OUR BONDS AND LEDGERS
REQUIRE NO EXPLANATIONS**

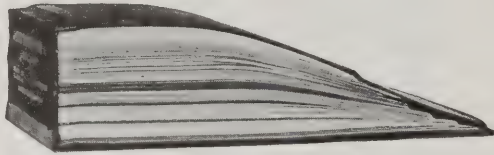


"NOTE THE TEAR AS WELL AS THE TEST"

NEW LINES RECENTLY ADDED

ALADDIN COVERS, 10 SHADES
PARQUETRY COVERS, 6 SHADES
INTERNATIONAL COVERS, 8 SHADES
THREE PLY ARTISTS SUNBURST, 19 SHADES

ALL ANTIQUE FINISH



TRADE MARK
Reg. U. S. Pat. Office

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

You Need This Book

The Chicago Selling Price List

Is good insurance against both *Undercharging* and *Overcharging*. Get a copy of the revised edition. Correct and reliable information based on actual records. The publication is 3x5 inches in size and bound in leather. Just the size to place in the vest pocket. Handy for those who are called upon to make a quick estimate away from the office.

Our Special 1919 Offer

Given as a premium for a new subscription to Ben Franklin Monthly, \$1.50 per annum.

Ben Franklin Monthly, 123 W. Madison St., Chicago

BRANDS OF PAPER YOU SHOULD KNOW

**HAMMERMILL
BOND**
"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a
set of port-
folios that will
help you sell
more printing.

SWAN²LINEN

DUBOC PAPER CO.
CHICAGO, ILL.

CENTRAL OHIO PAPER CO.
COLUMBUS, OHIO

THE SEYBOLD "DAYTON" CUTTING MACHINE

is the Cutter that will successfully cut all of the above well-known Papers as well as all other Paper Stock on the market.

A TRIAL WILL PROVE THE "DAYTON" IS THE BEST

THE SEYBOLD MACHINE CO. - - DAYTON, OHIO

CHICAGO

Phone Harrison 883

We have installed new machinery and new type faces, and are prepared to give the highest quality of work.

TYPESETTING

FOURTH FLOOR
727 So. Dearborn St.

COMPANY

Makeup Department
We make a specialty of making up Newspapers, Periodicals, Catalogues and Books for press or electrotyper.

Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

The number following the name of paper designates the dealer carrying same (see list at bottom of page). For full description and prices see dealers' individual catalogues.

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4 BLUNDEN-LYON CO.	18 GRAHAM PAPER CO.	32 MESSINGER, W. D., & CO.	46 SEAMAN PAPER CO.
6 BRADNER SMITH & CO.	20 IMPORT PAPER CO.	34 MIDLAND PAPER CO.	48 SWIGART PAPER CO.
8 BUTLER, J. W., PAPER CO.	22 KNOX & WOLCOTT PAPER CO.	36 MOSER PAPER CO.	50 WEST VA. P. & P. CO.
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12 DUBOC PAPER CO.	26 LEE PAPER CO.	40	54 WHITING PAPER CO.
14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E., & CO.

born: a new service

F. J. RINGLER & CO.

NICKELTYPERS AND ELECTROTYPERS

TELEPHONES HARRISON 2518-6780

732 FEDERAL ST.

CHICAGO

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery.



Used by the best known printers.

Alternating and Direct Current

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

Mendelson Bros. Paper Stock Co.

ESTABLISHED 1885

SPECIALIZING IN

Printers', Stationers' and Bookbinders'
Waste Paper—All Grades

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

THE MISTAKES IN THE PAY-ROLL

Pay at \$32.50 Per Week.					
Even Hours.				Minutes.	
1	\$0.67	48	\$32.50	5	\$0.05
2	1.35	47	31.82	10	.12
3	2.03	46	31.14	15	.16
4	2.70	45	30.46	20	.22
5	3.38	44	29.79	25	.28
6	4.06	43	29.11	30	.33
7	4.73	42	28.43	35	.39
8	5.41	41	27.76	40	.45
9	6.09	40	27.08	45	.50
10	6.77	39	26.40	50	.56
11	7.44	38	25.72	55	.62
12	8.12	37	25.05	Hours Overtime	
13	8.80	36	24.37	1/4	\$0.25
14	9.47	35	23.69	1/2	.50
15	10.15	34	23.02	3/4	.75
16	10.83	33	22.34	1	1.01
17	11.51	32	21.66	2	2.03
18	12.18	31	20.98	3	3.04
19	12.86	30	20.31	4	4.06
20	13.54	29	19.63	5	5.07
21	14.21	28	18.95	6	6.09
22	14.89	27	18.28	7	7.10
23	15.57	26	17.60	8	8.12
24	16.25	25	16.92	9	9.14

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Come from figuring the lost time and the overtime.

BENEDICT'S WAGE TABLES FOR A 48-HOUR WEEK

An entirely different pay-roll Calculator—are the best time and money savers ever offered for making up pay-rolls.

They are more convenient than a book, cover more fractions of time and rates of pay than any other wage tables.

A simple loose leaf device consisting of 48 cards, 2½x4 inches, printed in two colors, covering 96 rates of wages, from \$3.00 to \$50.00 per week, and giving the amount due for five and six-minute periods to a full week, and for overtime—at time and one-half—up to nine hours.

Only one rate of pay can be seen at a time. Mistakes are practically impossible. Select the rates needed for your pay-roll and you have a pay-roll calculator condensed to the limit of usefulness with nothing wanting.

Put up in a neat case. PRICE \$2.00. Send your order to the

BEN FRANKLIN MONTHLY

123 W. Madison Street

CHICAGO

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4 BLUNDEN-LYON CO.	18 GRAHAM PAPER CO.	32 MESSINGER, W. D., & CO.	46 SEAMAN PAPER CO.
6 BRADNER SMITH & CO.	20 IMPORT PAPER CO.	34 MIDLAND PAPER CO.	48 SWIGART PAPER CO.
8 BUTLER, J. W., PAPER CO.	22 KNOX & WOLCOTT PAPER CO.	36 MOSER PAPER CO.	50 WEST VA. P. & P. CO.
10 CHICAGO PAPER CO.	24 LA SALLE PAPER CO.	38 PAPER MILLS CO.	52 WHITE, JAMES, PAPER CO.
12 DUBOC PAPER CO.	26 LEE PAPER CO.	40	54 WHITING PAPER CO.
14 DWIGHT BROS. PAPER CO.	28 LLOYD, E. E., PAPER CO.	42 PARKER, THOMAS & TUCKER CO.	56 WROE, W. E., & CO.

INDUSTRIAL WEST BUYERS' GUIDE

A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

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19 South Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

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29 S. Clinton St., Chicago.
Phone Main 1485.

ENGRAVERS
(Steel and Copper Plate)

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161 West Harrison St., Chicago.
Phone Wabash 4980.

ENGRAVERS

JACOB J. LINKER
711 South Dearborn St., Chicago.
Phone Harrison 7454.

ENGRAVERS (Photo)

C. L. GOWELL, Transportation Building
Phone Harrison 1143 CHICAGO, ILL.

GRINDERS
(Printers' Knives)

GEO. HOFBAUER & CO.
501 So. Dearborn St., Chicago. Phone Wabash 6549.

INKS

(Lithographic and Printers)

E. C. KEYSER & CO.
727 South Dearborn St., Chicago.
Phone Harrison 7594.

PAPER

BRADNER SMITH & CO
175 W. Monroe St., Chicago. Phone Main 2060.

CHICAGO PAPER CO.
801 So. Wells St., Chicago. Phone Wabash 801.

PAPER—Continued

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MIDLAND PAPER CO.
322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.
208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.
653 So. Wells St., Chicago. Phone Harrison 1155.

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219 West Monroe St., Chicago. Phone Main 875.

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OSWEGO MACHINE WORKS
CHICAGO
436 1st National Bank Bldg. Phone Randolph 857.

PRINTERS

MID-CITY PRINTING CO.
40 No. Fifth Av., Chicago. Phone Franklin 2507.
"A Thousand to a Million in a Hurry."

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Wants and For Sale

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Six insertions of a four-line advertisement or less for \$5.00; twelve insertions for \$7.50—all prepaid.

FOR SALE AT A SACRIFICE—Twenty Mergenthaler Linotypes, Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice.—Fantus Brothers, 525 South Dearborn Street, Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—One 38 x 50 Huber Printing Press No. 622, two-Revolution; One Acme 30-inch Paper Cutter; One Latham Wire Stitcher No. 2-R.—Write The Lawrence Press Co., Columbus, Ohio.

SEE our large stock of overhauled and guaranteed Machinery for Printers, Binders and Folding Box Makers. 8x12, 10x15, 12x18 and 14½x22 C. & P. Gordons; Jobbers, all makes and sizes; 25x34 Miehle, rear delivery for bag or special printing; Old and New Style Power and Lever Paper Cutters, 16 to 54 in.; 2 Rev. and Drum Presses, 17x21 to 46x62 in.; 13x19 and 14x22 Colts, Thomson and Gally heavy presses; 3-28 in. Power Punches, Rosback, Latham and Rayfield Dahly; Large and small complete outfits; New and S. H. equipment. Tell us your requirements and surplus equipment you have for sale.—Wanner Machinery Co., 714-716 So. Dearborn Street, Chicago, Ill.

FOR SALE—Modern Cylinder Press, 43x56, Miehle bed movement, perfect condition, doing splendid commercial work. Can see it or try it out.—The Oppenheimer Co., Cincinnati, Ohio.

WANTED TO BUY—A second hand Hickok Ruling Machine. Not less than 38 in. cloth. Must be in good condition. Advise, stating particulars and lowest cash price.—Address B46, care Ben Franklin Monthly.

WANTED—Used Folding Machine. Must be in good condition; size 28x42 sheet or larger.—Write Jo Anderson, 611 South La Salle Street.

BARGAINS IN MODERN USED MACHINERY

1-30" Burton Peerless Perforator, with 8 perforating heads, 5 slitting heads, table gauge, tight and loose pulleys, and striking cams.
1-30" Burton Peerless Perforator, with 5 perforating heads and table gauge, striking cams, tight and loose pulleys.
1-30" Advance Power Cutter.
1-30" Challenge Power Cutter.
1-33" Binder Board Shears.
1-42" Eclipse Folding Machine.
1 Two-color Kidder Press, size 30x15.
100 Three-wheel Numbering Machines.
100 Six-wheel Serial Numbering Machines, without plunger.
1 Huber Press, size 39 x 51, 2 revolutions, 4 roller, front delivery.
1 Colt's Press, size 14x22.
1 C. P. Gordon Press, size 10x15.
We have no use for the above machinery, which we offer for immediate sale at attractive prices.—The J. W. Hoodwin Co., 2949 W. Van Buren Street, Chicago, Ill.

STANDARD
Typesetting Company

SERVICE
Day and Night

Monotype □ Linotype □ Composition and Makeup

Our watchword is *Better Service*—speed, efficiency, and courteous treatment

701-703 South La Salle Street, Chicago

TELEPHONES: HARRISON 3570—3571—3572

If you did not get our New Book of Type Faces—Call→

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



THIS is the watermark of Systems Bond, the rag content, loft-dried sheet at the reasonable price. A great advertising campaign will make this symbol known to paper consumers throughout the country.

Systems Bond meets a definite existing need among printers and lithographers. As rag-content, tub-sized, loft-dried paper, it is of a quality that the crafts can prefer to see their customers use. As a nationally-advertised, nationally-distributed paper, it inspires the confidence in the paper consumer that only a nationally known bond can create. As a sheet of moderate price, it fills the gap now obvious in nationally advertised papers.

Write to the nearest Systems distributor for information concerning your supply of our handsome book on "The Modern Manufacture of Writing Papers," interesting and valuable to the paper consumer. It is to be distributed free through printers and lithographers. Your customers will find this book worth while.

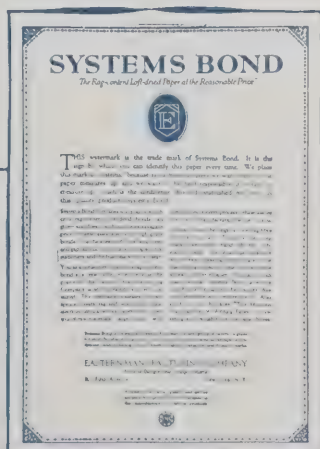
EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

New York, New York

Mills at Bangor and Lincoln, Maine

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, and Atlantic marks.



The first advertisement of the Systems campaign appears in the Saturday Evening Post and the Literary Digest of February 22nd.

It's Cheaper Than Tying Up Money In Your Own Plant

Some printers are losing profitable business every day because they have not learned to use other people's equipment. They are prone to think of their equipment as material and skill gathered within the walls of their own shop.

To the man of active imagination every other firm, or individual, who has anything he may need is a part of his equipment. The best part is that he pays for only what he uses—no heavy overhead to eat up profits during idle hours.

We offer you the best facilities for handling all classes of Monotype, Linotype, Hand Composition and Makeup, and Foundry Lockup. Our reputation for *service, quality* and *fair dealing* has never been questioned. Get acquainted with our service and reap the full benefits of our equipment.

Monotype & Linotype-Setting & Makeup

Smith-McCarthy

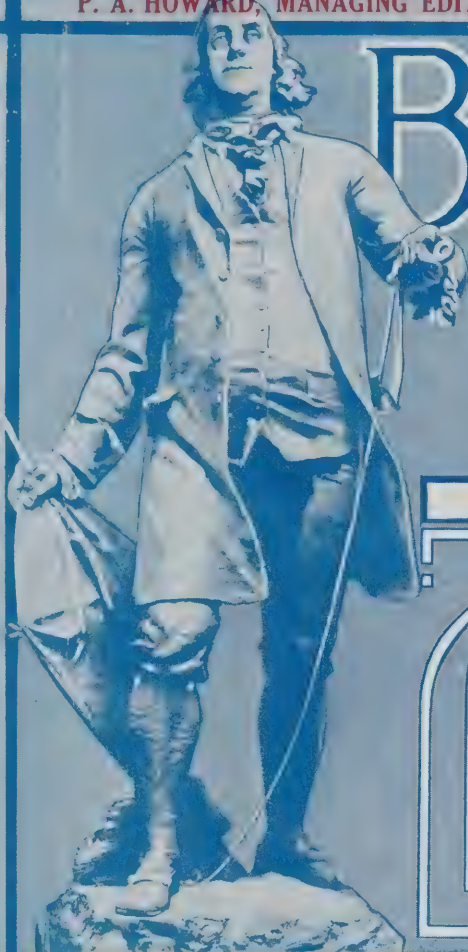
*Caxton Building, 508 S. Dearborn, Chicago
Telephones Harrison 3864-5-6-7*

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FASTEST GROWING PRINTERS' PAPER IN THE INDUSTRIAL WEST. 1919

P. A. HOWARD, MANAGING EDITOR. PUBLISHED MONTHLY, \$1.50 A YEAR, 15c THE COPY.



BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

MARCH, 1919

NUMBER SIX

A JOURNAL FOR THE
PRINTING, PAPER
and
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
123 W. MADISON ST. CHICAGO, ILL.

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RESOLUTE LEDGER



"NOTE THE TEAR AS WELL AS THE TEST"

FULL SHEET SAMPLES FREELY
FURNISHED UPON REQUEST

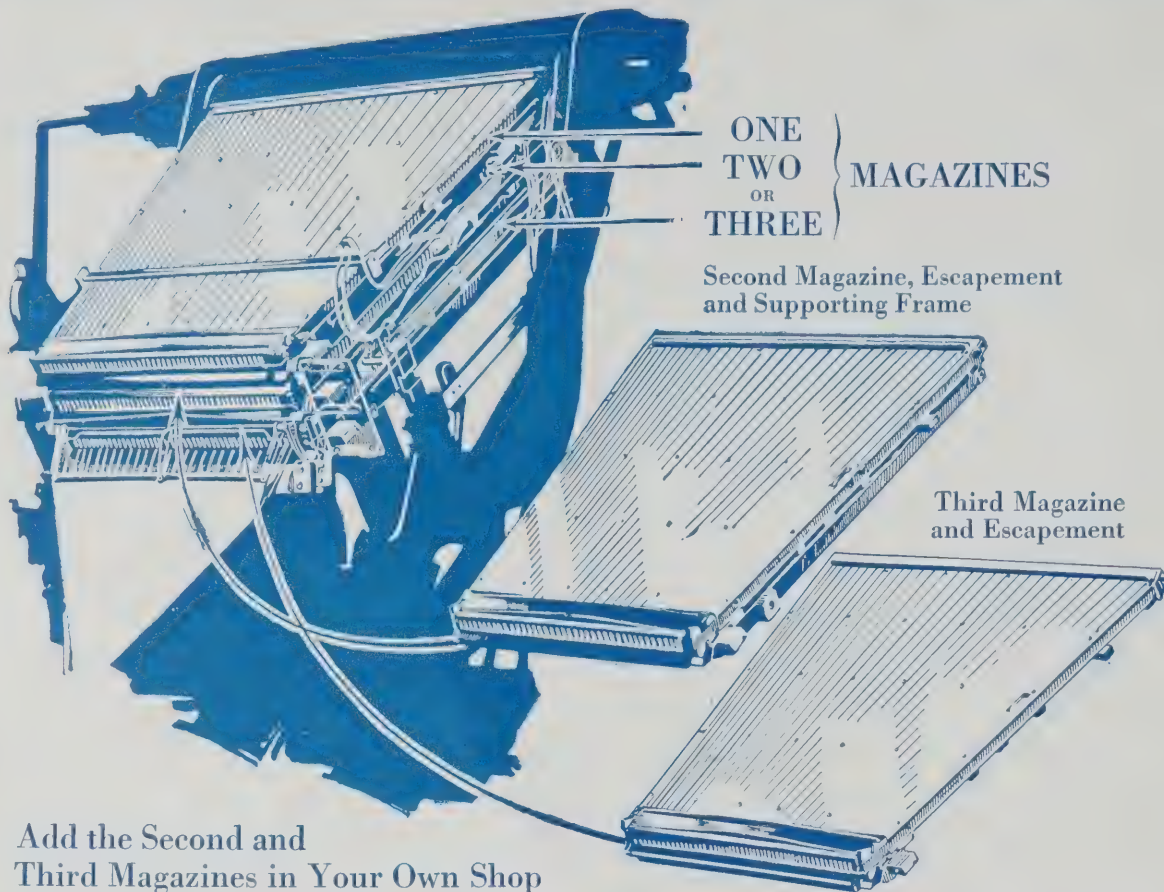


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LOFT DRIED BONDS AND LEDGERS ONLY
NEENAH, WISCONSIN

Chicago Agent

PARKER, THOMAS & TUCKER PAPER CO.
537 So. FRANKLIN STREET
PHONE WABASH 2630



You Can Start Your Linotype with Only One Magazine

No new framework to add; no old parts to dismantle and discard; no assistance required from an expert machinist. Your own operator can make this simple

change easily in less than an hour's time in your own composing room by merely adding the magazine and its accompanying escapement. Send for particulars.

*If You Want Your Composing Machine to Grow with Your Business
Buy The LINOTYPE—The Machine That Lasts*

MERGENTHALER LINOTYPE COMPANY
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Your Needs in Flat and Coated Writings Are Fully Covered in the Acorn Line

Routine business is absolutely dependent upon Flat and Coated Writings—a system would cease to be efficient without this type of stock and the most efficient employ Acorn Writings.

From the time an order is taken until it is shipped Acorn Writings play an important part. Are you getting your share? Are you cashing in on the necessities of business?

14 FULL PACKAGE PRICES IN RED 15
BROKEN PACKAGE PRICES IN BLACK

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		COLORED	
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		E. S.	

The New Price List Gives 25 Lines of Writing

- 8—Manila Writings—8
- 2 White Writings—Better than very cheap Bonds 2
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- 1—High Grade Offset Writing—1
- The Famous Foldwell Coated Writing
- Elmo Laid in Eight Colors
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- The best Mimeograph on the Market

Think what a wealth of material is here for every printer—you do not have to go outside of Acorn Brands to supply every customer's need.

*Refer to Your Sample Cabinet
or Send for Special Samples
to Help Solve Today's
Problems*

**Chicago Paper
Company**

811 South Wells Street
Chicago

KOATINE

¶ Pre-war manufacturing conditions having been resumed, we are glad to announce to our trade that we will again carry a full line of KOATINE.

¶ This paper is now being made under more favorable conditions than heretofore from the best new, clean stock obtainable, and we can therefore furnish a better Koatine than ever.

¶ All regular sizes and weights will be in stock soon, awaiting your call.

DWIGHT BROS. PAPER COMPANY

Harrison 395

626-636 S. Clark Street

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process.
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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THE HOME OF THE
GLOBE ENGRAVING & CO.
ELECTROTYPE

701-721 S. DEARBORN ST.

CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Equator Offset



For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

Equator Offset has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

Seaman Paper Company

Paper Manufacturers

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208 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



This Trade Mark to be Advertised Nationally

STARTING the latter part of March with full pages in the Saturday Evening Post, Literary Digest and other publications of nation-wide circulation, this token of membership in the United Typothetae of America will be advertised persistently, month after month.

The messages will be addressed to buyers of Printing, in behalf of U. T. A. members who display the Mark.

*Information regarding membership
in this Association sent on request*

United Typothetae of America

(International Association of Master Printers)

General Offices: 608 South Dearborn Street, Chicago, U. S. A.

"NOT CONDUCTED FOR PROFIT"



A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

P. A. Howard, Managing Editor
M. N. McCune, Associate Editor
Geo. V. McCune, Business Manager

PUBLISHED BY

Ben Franklin Publishing Company

P. A. HOWARD, President and Treasurer

123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

Cincinnati Representative, KENNETH C. CRAIN, First National Bank Building

Vol. XVI

15c the copy

MARCH, 1919

\$1.50 the year

No. 6

HAVE YOU THE NERVE NOW?



Courtesy of Hop Service

Time for spring cleaning. Open your windows, throw him out. Fill his chair with optimism, assurance and action.

Where Printers Stumble

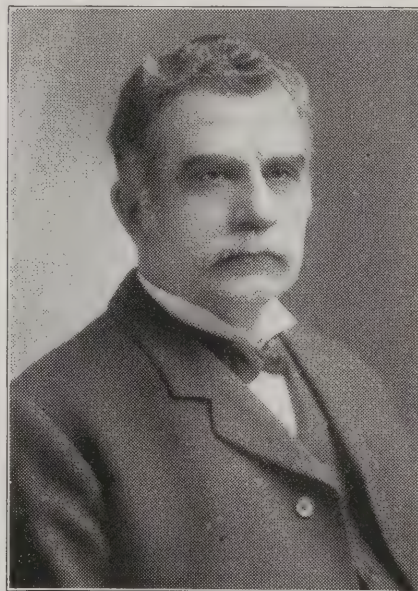
In making estimates there are various ways of tripping up that mean loss instead of profit. One way is to calculate from a former job and have the new one take much more time than figured, through dissimilarity and extra trouble, or by less efficient workmanship. Regardless of knowledge or care there are elements that can never be reckoned with assurance of accuracy. The chances are against any printer who enters into a competition for the lowest price. He can't expect to get the job when he figures with a knowledge of costs against others who are not as well posted. These competitors surely believe they are able to do work for less than anyone who pays to find out what each customer gets from him in return for the cash received. It follows that the successful bidder has usually made a sacrifice without being aware of it. Where it is a house that bases its estimates on costs it needs to go over its figures again very carefully, for it may have blundered, and it is sure to be charged with price cutting by those who are unsuccessful. The printer who always tries to get work by under-bidding competitors is the first to make an outcry when he meets his match in the game. In many cases mistaken ideas of the cost of overhead will account for the low figures which land the job. Depreciation, for instance, may be consciously or unconsciously ignored, but that means a loss just the same. Printers who disregard costs may, without competition, be fortunate enough, through friendship or favor, to get the work that pays well, and this may bring a profit sufficient to carry the plant along under the handicaps of jobs that are unprofitable; but they are ever in danger of a serious fall should the "angel" die or withdraw his favor for any reason. The resultant collapse later would probably not be attributed to the proper cause, as it is common for those ignorant of costs to throw the blame for failure on some other defect. Then he is likely to hear people say: "A fool convinced against his will is of the same opinion still."

Wants Printers to Use Courage

"The printing business will be all right if printers only have sufficient courage in making prices," said President Dunn, of W. P. Dunn & Co. He remarked that it was surprising how well the trade had stood up under the strenuous experiences brought about by the war, with so few failures. The old policy of fearing to figure too high left many printers in a very unsafe position, hence there was naturally to be expected more failures than usual when labor and supplies had such sharp and frequent advances, with other serious drawbacks accompanying. Possibly conditions forced a changed viewpoint, so that it was felt there was danger of not charging enough. What Mr. Dunn would like to see is the general insistence upon fair prices at all times, neither more nor less than what is just.

Touching the matter of zone postage, he thinks it will be soon abolished, but Chicago will finally gain if it isn't.

Mr. Dunn's forty-five years in the commercial printing business entitle him to the highest consideration when he gives his opinion on anything pertaining thereto. In all that time he never had a note go to protest, nor was a suit ever started against him. That's a record to be proud of! Yet he served the community as Alderman in the City Council for ten years and did it exceedingly well, in spite of the fact that he had to meet and associate with the political gray wolves. Aside from his duties in this respect, he stuck close to printing, and the success and strong financial standing of his company proves the wisdom of his policy of always insisting upon fair prices. Others have gone into stock speculating and different enticing ventures, some flourishing for a time, but ending with heavy losses.



W. P. DUNN

Steadily keeping his course, he has seen one after another of his old competitors and associates go to their graves, each bringing back memories of the past. He continues to believe in hard work and can be seen in his office early every morning, evidently preferring to wear out rather than to rust out. Whatever he can get the most happiness from he has rightfully earned by a well-spent life.

Worth Repeating, Though It May Be Old

One step won't take you very far,
 You've got to keep on walking;
 One word won't tell folks what you are,
 You've got to keep on talking;
 One inch won't make you very tall,
 You've got to keep on growing;
 One little "ad." won't do it all,
 You've got to keep 'em going.

—Fourth Estate.

Roller Manufacturers Meet

The semiannual meeting of the National Association of Printers' Roller Manufacturers, Incorporated, was held recently in New York.

This association was organized last July when the War Service Division of the Chambers of Commerce requested that the rollermakers form a national organization, incorporate and appoint a War Service Committee. At the convention of the War Service Committee in Atlantic City it was decided to broaden the scope of the Association and make it of mutual benefit to the printing trade and the roller-making industry. One aim is to lift rollers out of the rags, soap and kerosene class and place them where they rightfully belong—an asset to good printing, not an expense. Where rollers are listed as an item of expense there is a tendency to reduce their purchase to the minimum—buying as few as possible and using them until they are completely worn out. This would work out satisfactorily if the cost of rollers were the only item to be considered. It is the reduced cost of production that is true economy, and this can best be effected by having a sufficient supply of seasonable rollers ready for use when those in the press become worn and useless.

The Association has an educational campaign under consideration which will deal with the quality of rollers best suited to the various kinds of printing, the life of rollers, the number advisable to carry in stock as equipment, and the adjustments necessary to procure the most satisfactory results on the different makes of presses. Inquiries from pressmen will be answered, and roller problems freely discussed.

The officers of the Association are: President, Carl G. Bingham, Chicago; vice-president, William C. Hart, New York; treasurer, Charles S. Hadley, New York; secretary, H. L. D. Breen, New Orleans.

The membership of the Association includes the following firms: Wild & Stevens, Globe Printers' Roller Company, J. H. Osgood Company, Boston; Bingham Brothers Company, Wm. C. Hart Co., Inc., O. J. Maigne Co., National Roller Co., New York; Godfrey Roller Company, Philadelphia; Mark D. Harrigan, Baltimore; Megill & Denham, Washington; Vogt Mfg. Co., Louisville; W. S. Isley, Greensboro; Johnson-Wikle Company, Atlanta; Bingham & Richards Mfg. Co., Van Bibber Roller Co., Wortman Roller Company, Cincinnati; Bingham & Runge Company, Cleveland; Frank A. Reppenhagen, Buffalo; Detroit Printers' Roller Works, Detroit; Samuel Bingham Sons Manufacturing Company, The Buckie Printers' Roller Company, John F. Buckie & Sons Co., American Printers' Roller Company, Chicago Roller Company, Chicago; Milwaukee Printers' Roller Company, Milwaukee; Southern Refining & Mfg. Co., New Orleans; Rubberoid Roller Company, Kansas City; Dry Climate Ink & Roller Co., Denver; California Ink Co., San Francisco; George H. Morrill Co., of Los Angeles; California, J. S. Robertson, Montreal.

HOWARD BOND

WATERMARKED

Is produced by the Howard Mills, making one grade of Bond Paper exclusively. We invite and urge comparison.

Has no rival for its beautiful white color and unusual strength. It is manufactured with water filtered by nature, taken from a subterranean lake of absolute purity.

Is moderate in price and represents every requirement of the business world, and has revolutionized the Bond Paper market of America.

Complete line of white and colors always carried in stock.

THE HOWARD PAPER CO.
Urbana, Ohio

Chicago Agents:

Parker, Thomas & Tucker Paper Co.
515-519 S. Franklin Street

**BLOMGREN
BROS. & CO.**

ESTABLISHED 1875

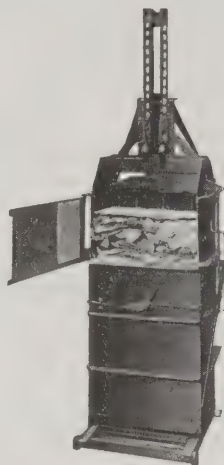
**DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS**

**512 SHERMAN ST.
CHICAGO**

A DEPENDABLE FIRE-PROOF
PAPER BALER

Is Absolutely Essential to the Up-to-Date
 Efficient Printing Plant

Here is **THE Baler** for **YOU**



LIGHT, STRONG, COMPACT, EASY
 OPERATING, 3 SIZES

An All Steel Baler at the Price of a Wooden One
 Write for particulars

ALSTEEL MANUFACTURING CO.
INCORPORATED
 BATTLE CREEK, MICH. U.S.A.

**PRINTING INK
 Varnish and Dry Color
 Manufacturers**

Every class of *Printing Ink* made
 under the best conditions.

HALFTONE and Process Ink specialized.

INTAGLIO Ink for the new photo-gravure
 processes. Printed samples showing the most
 popular colors used, sent on request.

LITHOGRAPHIC Ink of every description, and
 the finest and best working

DIE STAMPING INKS.

*A large and skilled staff enable us to main-
 tain a position at the very front of printing
 ink manufacturers.*

Sinclair & Valentine Co.

NEW YORK

Boston Philadelphia Baltimore St. Louis Chicago

New Orleans Cleveland Toronto Montreal Winnipeg

"Dave" Mallory Takes the Helm

The Challenge Machinery Company of Grand Haven, Michigan, announces the appointment of D. N. Mallory to the position of General Sales Manager—to take effect March 10th, 1919. The creation of this office is made necessary by the rapid growth and developments of their business.

"Dave" N. Mallory, as he is familiarly known by the trade and associates in allied lines, comes to the Challenge Machinery Company with a seasoned knowledge and experience of the business, having been born in a print shop and learning the printing trade in all its branches, coming up through the ranks through years of training in different printing offices from "devil" to superintendent and manager, finally landing as Salesman for Barnhart Bros. & Spindler. Later he was appointed by them as Efficiency Engineer, in which capacity he designed many printing buildings and made layouts of plants in all parts of the country. Many modern labor-saving devices and pieces of furniture have been designed by him.

For the past three years "Dave" has been a Special Representative and Salesman for the Inter-type Corporation—Mid-West Branch at Chicago—and leaves with their best wishes for success in his new job. He always applies the "Golden Rule" in business, and for that reason he has made many warm friends among managers and salesmen in allied lines, with whom he will become more closely associated in his new position.

He Rolled into Fame and Kept His Bearings

Frequently printers who break away from the trade meet with unfavorable results, but John W. Hyatt, of "Hyatt quiet roller-bearings" fame, is one of the few who found success. He got the idea of trying to invent a substitute for ivory in the manufacture of billiard balls, when elephants began to get scarce. From his use of celluloid for this purpose—abandoned later—came the studies which made camera film possible. Mr. Hyatt also is responsible for the invention of the scleroscope, which measures elasticity.

FRENCH PRINTER-SOLDIERS

Demobilization and Reorganization

NUMBERS of men of the various "classes" are now flowing back, demobilized, into civil life. The "poilu" is now beginning to knock at the door of his old workshop, and after having fought for the common good of his fellow-men, he is ready to take up, on his own account, the struggle for life.

The trade has loyally supported the Government's decision that all men formerly in its employ should be received back at their old jobs once they have left the colors. The task seems at first sight very complicated, but it is lessened when we realize the number of gaps death has caused in our

ranks, for printing, like most of the liberal professions, has not obtained many "exemptions" for its men. It may thus be computed that the number of missing—dead, lost sight of, badly wounded or incapable—will in many printing offices exceed 20 or 25 per cent. The fact remains that there will be, at a minimum, half the pre-war staff to settle afresh in occupation on its return to civil life. Does the present situation allow of this? In some firms, perhaps. In the greater number it seems impossible without serious pecuniary loss; for the work, much reduced through the war and hindered through stagnation of business, restrictions, shortage of paper and indeed of all raw materials, will not be extensive enough to occupy all hands from day to day.

For this reason every master must henceforth seriously consider the situation if he wishes to avoid disappointment.

Everywhere there is so much to be done that with the will to prepare and organize a task can be found for every man.

Most composing rooms are in great disorder, either through want of labor or owing to the stop-gap, inexperienced character of the labor available. Therefore good use must be made of the accessions to the staff by putting the place in order, distributing useless compositions, verifying the cases, examining the state of the letters, etc. Incomplete cases must be noted, and all useless material must be sorted and what is only good for melting-down put on one side.

The machines, which for the past four years have been in the hands of improvised feeders and minders, are, alas! in a scarcely better state. They must be cleaned, oiled and tested, the linotypes must be put in good condition, and old dressings, beltings and worn belts must be replaced.

The paper warehouses, owing to the scarcity and high price of its contents, should not be in such bad order; but there is always some dead stock of the same quality but different patterns. Now is the moment to make an inventory, to sort out qualities and strengths and to unify patterns where possible. Cuttings will never fetch a higher price than at the present moment.

Let everything be verified and put in order! This is the urgent need of the moment, the preparation and making-ready of the great machinery of work. It will be certainly time well used and money well spent.

Now is the time also to change, if necessary, all old methods and get out of old ruts. Especially we must be on the alert to put the right man in the right place, and utilize unreservedly individual capability and goodwill. In the machine and composing-rooms there must be method, and the new condition of affairs must be exploited to get better order, less waste and less loss of time, in order to obtain the maximum of output. The workman home from the war has a changed mentality from that of former days and has forgotten how to count, for waste was his law during four years. It will, therefore, be indispensable to combat strenuously this almost involuntary tendency to waste, this *lassier-aller* which would bring about the ruin alike of capital and labor.

In addition to scrapping all old or useless stuff, the question of really necessary purchases arises. There are innovations which must be introduced at once, modifications to be applied to materials and machines in order to obtain a super-production. To sum up: a maximum of output in a minimum time, with a minimum of labor and fatigue to the worker.

In brief, we must, by means of intensified production, parry the high cost of living and, in consequence, that of labor. Only a reorganization at once energetic and intelligent can achieve this end. The soldier, who has for four years so splendidly done his duty, will soon see that this is a vital question, and that he has a great task before him: and that of assuring his own existence and future, and also the future of our industry and the whole of France. The struggle will be hard!—"Courier du Livre," Paris—British & Colonial Printer and Stationer.

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Bond

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VEGETABLE PARCHMENT
COMPANY
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Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

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Printing Trades Credit Association
C. I. Kagey, Secretary

Enthusiastic Monthly Meeting

A record of the proceedings of the regular meeting of the Franklin-Typothetae of Chicago, held at the City Club, Wednesday evening, February 19, 1919, at 6:00 P. M.

Mr. Jos. A. Singler, Vice-President, presiding.

Mr. Sleepeck, Chairman of the Entertainment Committee, engaged a comedian, a female singer and an accompanist. This entertainment feature was carried on during the dinner, ending with the comedian's part immediately following the close of the dinner.

Mr. Singler, acting as Chairman of the meeting, stated that President Hastie is sick and in the hospital. The prospect is that he will not be able to get back into Association work for several months. In a few well-chosen words he spoke of President Hastie's unselfish services to the Association, and voiced the regrets of those present that unexpected illness prevents his attending this meeting.

Applications from the following firms for membership in the Association were read:

The Art Press	C. J. Lawrence & Bros.
Chas. O. Wright & Co.	Gould Printing Co.
J. B. Caldwell	Mayer & Miller
Moreau & Rose	Fred S. Miller & Co.
Arthur Rice Press	Champlin-Law Co.
H. C. Wisner & Co.	Southwest Ptg. Co.
Fred J. Wringley Co.	Richter-McCall Ptg. Co.

The motion was made by Mr. Weinberger, seconded by Mr. Fantus and carried, that these firms be admitted to membership in the Association.

Vice-President Singler announced that since no member of the Trade Matters Committee was present, he would ask the Secretary to read a letter from Mr. Eastman, Chairman of a sub-committee of the Trade Matters Committee, who had been in charge of the paper merchants' co-operative plan. The Secretary read the following:

"Referring to the arrangement our association has made with the paper houses, whereby they are not to sell paper to anyone for printing purposes,

who does not buy mill orders, will say that this plan is in partial operation at the present time. A few of the houses started on February 1st.

"Owing to the necessity of seeing some of the paper houses several times this matter has not been entirely disposed of. Before the first of March, a letter will be sent to all printers and paper houses, giving a list of the paper houses who have agreed to this plan and it is expected that all the members of our Association will support the paper houses on this list.

"Fifteen paper houses have already signed this agreement and it is expected we will be able to get at least eight more."

Chairman Singler reported that the Trade Matters Committee had present proof copies of a proposed uniform contract. He suggested that if there were no objections this proposed contract would be taken up by the Executive Council and when approved by it, copies would be distributed among the entire membership and action on this would be deferred until the next meeting.

The Chairman called upon Mr. Jones, Chairman of the Cost Committee, to make a report on the activities of his committee. Mr. Jones began by speaking about Mr. T. E. Donnelley, whom he stated, he and Mr. Koss had visited that day at St. Luke's Hospital. Mr. Donnelley had sent his regard to the boys. Mr. Jones suggested that the Association should send some flowers to Mr. Connelley and the Secretary was instructed by the Chairman to send flowers and fruit. Mr. Jones then reported briefly upon the last broadside which had been printed, stating that the Executive Council had authorized his committee to issue one broadside each month. He stated that the Scale Committee had been so busy making changes in wage schedules that after a broadside is prepared it is impossible to get it printed before another change has been made, hence, there has been a scarcity of broadside issued. Since the Scale Committee has about completed its agreements on wage schedules another broadside may be expected soon.

The Chairman next introduced Mr. Nelson, Assistant Secretary, who spoke at length upon the Income Tax Law and the changes in the present law as compared with the law of last year. When Mr. Nelson had finished, Mr. Ruggles inquired whether or not he expected the ordinary printer to have gray matter enough to understand the involved processes of this Income Tax Law and if the printer could not understand them, as Mr. Ruggles felt sure most of them could not, what suggestions Mr. Nelson had to make. Mr. Nelson suggested that printers should utilize the services of the Association to the fullest extent and that when printers get outside accounting firms to make out their income schedule they should use unusual care in their selection. Mr. Singler announced that the Executive Council had decided to offer the service of the Association at the rate of \$15.00 per day for work done at the offices of members but that members might come to the office of the Association and consult with Mr. Nelson at no expense.

The Secretary then read the following policies and principles formulated by the Credit Committee for the Printing Trades Credit Association:

"The Printing Trades Credit Association exists primarily for the purpose of furnishing its members with credit information and collection service.

"Membership in the Printing Trades Credit Association shall be limited to printers who are members of the Franklin-Typothetae of Chicago and to such supply houses and other firms or groups of firms in allied industries to whom the services of the Bureau can be furnished at little or no additional expense and without any inconvenience or detriment to any member of the Franklin-Typothetae of Chicago.

"The services of the Printing Trades Credit Association shall be of two kinds, as follows:

"1. Gathering and furnishing credit information to its members to the extent that this information is on file or can be reasonably obtained, this service is furnished to all members at no expense. It is understood that credit information is given and received confidentially and any member misusing it thereby forfeits his rights to the services of the Bureau.

"2. Collecting accounts for its members and for other printers' organizations with whom the Bureau has reciprocal relations."

Following this reading the Secretary called attention to the rates and terms for collections, cards giving which were on the tables before the members.

The presiding officer then turned the meeting over to Mr. Rubovits, Chairman of the Publicity and Education Committee.

Mr. Rubovits began by recounting the difficulties under which his committee had been created and recounted its efforts at organization and planning some definite kinds of activities which would result in good for the whole Association. He stated that the result of this meeting had been a decision to take charge of a series of monthly meetings of the Association at which the leading features of the Association would be emphasized. In the meeting of this evening special emphasis would be placed upon Cost Accounting. Mr. Rubovits' address had been written and was read but it was interspersed by various impromptu digressions, some of which included readings from the records of meetings of other organizations, among them the meeting held last October. One resolution passed at that meeting was, "It is the sense of this convention that a uniform system of cost accounting should be adopted by every industry."

Following Mr. Rubovits' address an extended discussion dealing with a wide range of subjects of interest to the printers was indulged in. Among those who took part in this discussion were Messrs. Herbert, Sleepeck, Kendig, T. S. Ball, E. J. McCarthy, E. Laxman, and various other members.

The total attendance around eighty.

C. L. WOODFIELD,

Secretary.

Toby Rubovits Addresses Typothetae

The last part of the regular meeting of the Franklin Typothetae was conducted by Mr. Toby Rubovits, who spoke on costs; address printed herewith in part:

"The Reconstruction Congress offered to the individual War Service Committee at Atlantic City, fourteen questions for discussion, one of which has direct bearing on our program, i. e., a discussion of the practice of a sale of commodities at a price less than the cost of production, its injury and disturbance on the industry and the ultimate consumer. What methods would you suggest to remedy this evil?

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

The answer comes in a letter of February 3rd, from Henry B. Porter, Chairman Committee on Education, U. T. A., which reads as follows:

"If you will put your Committee on Education and Publicity in Chicago in possession of our present Educational Courses, consisting of the Estimating Lessons, Salesmanship Lessons, Accounting Lessons, and Cost Finding Lessons as far as published, you will have given them some great material on which to work.

If you have not already done so why not do as we have done in Boston, start up classes in Estimating, Salesmanship and Accounting? It would do your soul good if you could be in Boston on some Wednesday evening and visit our Headquarters and there see these various classes in session and working their heads off for the benefit of themselves and the industry. It is an inspiring sight."

Mr. Rubovits continued by saying that a Committee on Education and Publicity was formed at the close of last year and consisted of these members:

T. Rubovits, Chairman
E. F. Ham, Vice-Chairman
O. E. Dallas
T. S. Quinn
F. A. Poole

No definite program has been assigned to your committee. No appropriation has been asked nor provided for by your efficient and genial President, Mr. Hastie and his Executive Board.

A refusal to serve during this period of readjustment would not be in keeping with good citizenship, and your committee therefore makes its first bow this evening with the earnest hope that every member in this Typothetae will consciously consider himself a committee of one to assist in anything that may be brought before you—nothing that can't be aired. There is to be one motive—the greatest good for the greatest number.

Because there is so much to do it was a difficult task for your committee to determine what would be the most timely and important activities to present for study and adoption.

After a lengthy discussion and consideration of suggestions, the committee decided to concentrate upon bringing before the printers' body not *new work*, but *work* which had already been studied, recommended and adopted by the U. T. A.

Years ago, the National organization took up subjects that required intensive study, much time, more energy and at great cost; all this great work is now the legacy of every local organization—and as such it is also an advantage to individual members to adopt these various systems in our businesses.

This committee adopted the work of the U. T. A. for the reason that the National, like our local organizations, realized and realizes *now*, that the most serious weakness in the printing industry

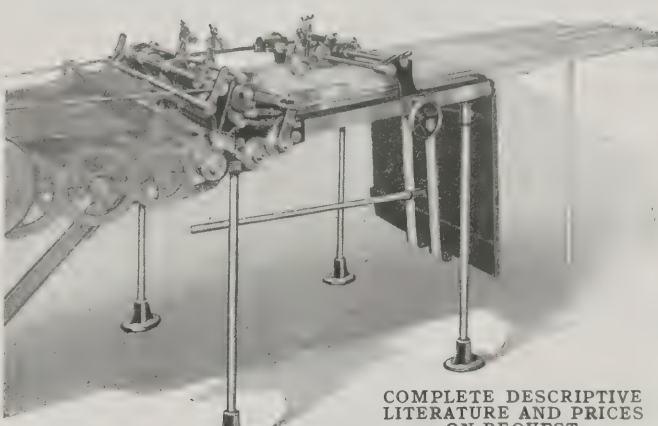
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High Grade Printers' Rollers

Chicago Rollers

*are right—they never fail—and
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Carefully and scientifically made, *Chicago Rollers* will give steady, satisfactory *Service* on short or long runs and under all climatic and printing conditions.

Tell us your problems—your troubles. You will like the way we do business.

**"The Largest and Best Equipped
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Write:

Chicago Roller Co.

554-600 W. Harrison St., Chicago, Ill.

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Great Lakes Paper Company Printing Papers

Stock and Mill Shipments

Here are a few fine brands in seconds carried
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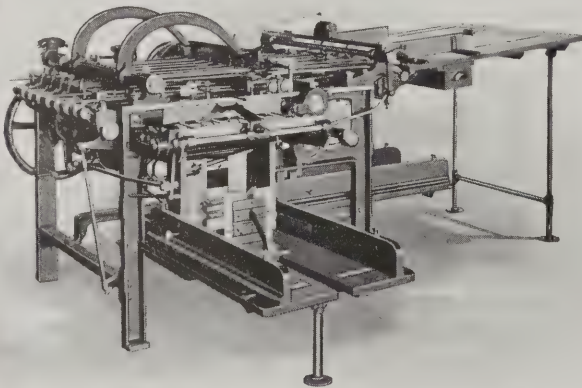
*SUPERIOR HURON
MICHIGAN
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LARGE STOCK FOR QUICK DELIVERY

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Anderson High Speed Folding Machines

will accomplish the same thing as if you put on
additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000
catalog sections, booklets or circulars in 8
hours on the Anderson High Speed Job Folder
No. 110.

Send for circular which describes the machine
in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

is lack of knowledge—not of technic—but lack of
knowledge as to cost.

The printers that don't know their costs are
those who *think they know* but are without a
system.

Others fail to realize the importance of cost and
have a happy-go-lucky method.

Then there are those of the indifferent class,
who are reconciled by merely uttering "Oh, what
in h—l is the difference whether you add *here*
more, or *there less*. The customer doesn't know
and it's none of his business."

To the most numerous class belongs the printer
who is "too busy," who has "no time" to bother
with keeping accounts and comprehensive books.
That sort of a business man has much to learn and
he is to be pitied. He only *lives* in the community,
but does not contribute toward it, nor to the ad-
vancement and welfare in his or any other industry.
Yes, he pays taxes—because he must.

Knowing costs is important because a knowledge
of costs is the basis of business control.

Costs express the efficiency or the inefficiency
of the business.

Costs indicate how well or how poorly the busi-
ness is prospering.

After costs have been determined the weak
spots will assert themselves.

As proof of the importance of cost accounting,
may I mention that at Atlantic City last December,
the Reconstruction Congress of the Chamber of
Commerce of the U. S., declared formally the fol-
lowing: "It is the sense of this convention that a
system of uniform cost accounting should be adopted
by each industry."

These twenty words should be considered by us
as of the greatest importance when we realize that
they were accepted by four hundred industries
which were represented by five thousand sound
business men.

As you all know the success gained through
cost finding and accounting has been demonstrated
in many ways by many firms. At the National
convention of the U. T. A., several years ago—on
the floor—Lawrence Fell publicly made that state-
ment.

No doubt there are members present tonight
at this very meeting who will not hesitate to ac-
knowledge the success they have had by employing
a cost system of accounting.

It is no secret.

For the purpose of installing a cost-keeping and
accounting system, the Typothetae recently en-
gaged the services of Mr. Randolph, as a surveyor
for the specific purpose of calling on any member
who desires to have a survey made of his business.
Mr. Randolph will call and advise you, at your
convenience, but it is hoped that members will
make every effort also to consult his time.

After the survey has been made, our accountant, Mr. Nelson, installs the system. You are assured in advance that there need be no interruption in the affairs of your office. Your deposits nor your payrolls need suffer. The entering and executing of your orders will continue as usual.

And right here it may revolve in your mind that you would not care to make your conditions known. Be assured that all interviews and facts derived from the survey made are kept in the strictest confidence, as would be by your attorney, banker or creditor.

By making use of the Typothetae cost finding and accounting system, you will accomplish many things.

It pays because you will save waste.

It makes for expansion.

It will enable you to control your business more effectively.

There will be "something doing" in the language of Henry P. Porter, and you will be doing something for the INDUSTRY—for your customer—for the community—and above all, for yourself.

There should be a limitation to the number of subjects so that all may participate in the discussion—asking questions—help—advice—yes, finance—courage to talk fearlessly. It should be possible for every member in this organization to convince himself that *traditions* must be set aside for *newer, better*, more reliable methods, such as present urgent conditions demand.

No office is too small or too large for it to conduct its business successfully without practical accounting.

Regarding Insurance

Is it not inconsistent when a small or large business carries every conceivable kind of insurance, but fails to subscribe to insurance for educational work, which is the *backbone of a business*.

Insurance against irregularities, omissions, spoilage, waste, errors, disappointments—any one of these features not guarded against may mean a *coffin* for the indifferent shop or a *nail* for the competitor of that shop.

Mr. Rubovits concluded by inviting an open discussion regarding cost methods.

Those present will admit that many interesting points were brought out which probably would not have been had it not been for the enthusiasm aroused by Mr. Rubovits.

Our Editorial Cartoon

The striking cartoon used in this issue on our Editorial page is a reproduction of one in the monthly proof sheet for April issued by the Hop Service, 123 W. Madison St., Chicago.

If the average printer's digestive apparatus is all right, his conscience doesn't trouble him much.

Central Typesetting Company

Composition
and Makeup

Service
Quality
and
Fourteen
Linotypes

DAY AND NIGHT

466 West Superior St.
Telephones Superior 307-308

for An Extremely Heavy
Weight Folding Enamel

Your Best BUY Is

Faultless Folding Enamel Cover

Its Embossing Qualities Are
Second To None

Our New Sample Folder Will
Please Your Customer

Birmingham & Prosser Co.

Kalamazoo, Mich.

Chicago

New York

F. A. Barnard & Son

529 S. Dearborn Street



Buy from the only
Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly

You've Got to Eat

Every employing printer in Chicago eats lunch every day—well! of course there may be a few who forego the noon meal these busy days but they shouldn't. What's the objection to securing accommodations centrally located, where each day those that wished to could drop in at the noon hour and while feeding the inner man have an opportunity to meet and get acquainted with his fellow members of the Typothetae? These round table talks and associations with our neighbors in business have proved to be, over and over again, the best aid to a closer understanding and the elimination of suspicion and trade differences that arise in any line of business. Ben Franklin Monthly would like to see this "round table" idea put into effect. We'll help. Ask us.

Printers Become Motor Truck Distributors

The haulage problems of printers, publishers, and supply dealers in Northern Illinois and Indiana are to be solved by a Chicago corporation just being formed by a group of men with practical knowledge of the problems involved.



J. P. BLACK

J. P. Black, head of J. P. Black & Company, the Market street printers, is president of the Mid-West Motors Corporation, exclusive distributors in above territory of the product of the Tower Motor Truck Company of Greenville, Mich., builders of trucks ranging in capacity from one to four tons. Rufus Jay Kittredge, president of R. J. Kittredge & Company, and William C. Hollister, president of the Lino-Tabler Company, are vice-presidents. Henry Pillinger, president of the Austin Avenue Trust & Savings Bank, is treasurer.

A large commercial garage and service station has been established at Morgan and Randolph streets, where a full line of the Tower truck is on display.

Credit Report

The work of the Printing Trades Credit Association of Chicago for February shows results for the following members:

Collected Without Suit:

From 17 debtors.....\$350.76

Collected With Suit:

Barnard & Miller.....\$150.83

Magill-Weinsheimer..... 91.20

Parker & Storfer..... 14.50

Judgments Secured: \$256.53

Barnard & Miller v. Joseph R. Francis \$295.25

Barnard & Miller v. James Thompson 35.05

Barnard & Miller v. William R. Brand 50.31

W. J. Carveth v. James Koovalles... 20.00

Parker & Storfer v. Louis L. Daum... 70.50

\$471.11

Luck or Pluck?

In nearly every instance we find the root of success lies in the man, not in the plan; for men can arrange with care and wisdom, but a slothful person can mar all well-conceived ideas. On the other hand, one who is energetic in the true sense can carry out successively the most difficult program.

How often has one heard the remark, "That man Jones is a lucky fellow!" It is popular for the other fellow to call Jones's success by that short, meaningless word "luck." It is an assumption that the successful man "happened" to become a factor without forethought or purpose; that there was no personal cause for his advance; that it was not the result of his own wisely directed efforts.

This notion is absurd. There is no such thing as luck experienced in business life. It is next to impossible in this world of certain laws and stated order of things.

Is it luck that makes a merchant keen, alert, polite, truthful and honest?

Is it luck that causes him to spend his evenings cultivating his mind, making himself a better man and gaining the respect of his trade?

What is a merchant's "lucky day?" Is it the day he rises at 6 o'clock, takes a walk in the country and refreshes himself before beginning the day's work, or is it the day he tumbles out of bed with scarcely time for breakfast and is still drowsy when his first customer enters?

Away with the folly of "lucky days" and "lucky men!" In their place you will find "plucky men and honest men"—men with backbones, not wishbones. If the art of storekeeping were not difficult and the task tedious, there would be no successes. All would be merchants and all would depend on the luck that follows the footsteps of the foolish.

"Man is the artificer of his own fortune."
"Luck?" Stuff and nonsense!—Philadelphia Public Ledger.

Among our large line of

"Profit-Producing Printing Papers"

we have complete stocks of

RESOLUTE LEDGER

See adv. on front cover

and

HOWARD BOND

See adv. on page 7

Nationally advertised
and universally used

**Parker, Thomas & Tucker
Paper Co.**

535-539 S. Franklin Street

CHICAGO

Telephone Wabash 2630

Goes
Lithographed Blanks
of Quality

CHRISTMAS CHECKS
CHRISTMAS ENVELOPES
GIFT CERTIFICATES
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CALENDAR PADS
PICTORIAL BLOTTERS

GOES LITHOGRAPHING CO. CHICAGO
42 WEST 61ST STREET
SAMPLES ON REQUEST

Printers and Lithographers Who Are Looking for

Coated Book and Coated Lithograph Papers

that combine the two essential elements of

QUALITY AND UNIFORMITY

should bear in mind that *Watervliet Papers* are made in a mill equipped in every particular to insure the manufacture of a coated sheet fitted to meet the most exacting requirements of *each* individual order.

Our papers are sold through the jobbing trade. Sample sheets and the nearest jobber handling our papers will be gladly furnished you.

Watervliet Paper Company
Watervliet, Mich.

SHE LOST HER CUD

The farmer found her depressed and discouraged, head drooping, muscles lax, body dejected. He scurried to the swamp, scraped some bark from an elder bush, added some trifles, and made a little ball; this he put into her mouth; she chewed it, the cud came back, and the cow was well and happy again.

Have you lost your cud? Does business lag? Are you out of luck? Do orders tarry? Have you doubts as to the future? Get a cud; we can furnish it. Some new type, new ornaments, borders, furniture. Things you can show your trade and use to secure new business. We have hundreds of such business-getters. Call us in.

Originators
of
"Types
that
Talk"

Barnhart Brothers & Spindler
Type, Printing Machinery and Supplies

Chicago
Kansas City

Washington, D. C.
Omaha

Dallas
Saint Paul

Saint Louis
Seattle

Set in Parsons and Persons Bold

Seybold Buys Oswego Machine Works

The business of the Oswego Rapid-Production Cutting Machines has been purchased by Charles Seybold, President of the Seybold Machine Co. This important move by these two large concerns is the result of recent negotiations and careful arrangements to conserve the same prompt and efficient service as before with the increased volume of business that is in hand.

Both the plants of the Oswego Machine Works at Oswego and the Seybold Machine Co. at Dayton will be fully engaged in production for some time with business actually in hand, and the present growing export business and the very large export business imminent will doubtless make further large plant additions necessary.

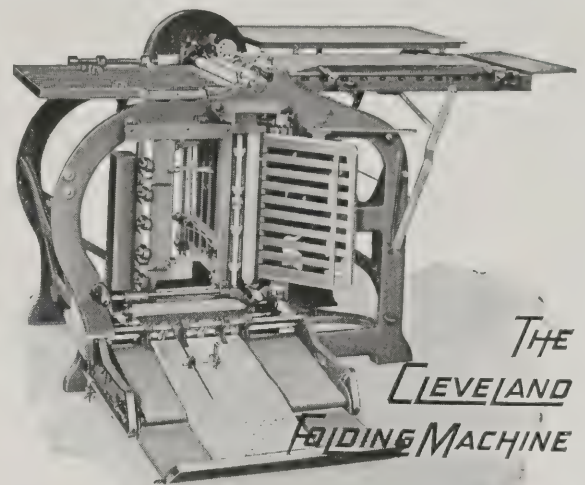
The trades will be glad to know of this move, because it will mean further economies in production and at the same time a conservation of all the care in construction that has made the cutting machines of these two concerns famous throughout the world.

This important announcement was received just as our forms were being closed. Therefore in our next issue we will give a full statement of the consolidation.

Beware of Extending Credit

"It is a matter of experience that professional people—artists, physicians, clergymen, actors, lawyers, etc.—are not usually as reliable in the payment of bills as are commercial houses. They do not seem to reason in the same way, nor to have the same recognition of the right of the seller to cash on delivery or receipt of the money on a note, when due. Therefore, notwithstanding the high social esteem in which such may be held, it is unwise to give them credit without guarantee." This is a quotation from "Printing for Profit," a book which should be bought by every employing printer and by those starting in the business, particularly. All would find it greatly to their interest to read it over and over until they had memorized it. Possibly most professional people might urge that they themselves often found it difficult to collect compensation for their services, but printers can't afford to make up for others' delinquencies.

The spring election is drawing near and care is necessary in taking work from the numerous political bodies which may have a brief existence. The more or less irresponsible way of incurring indebtedness where there is temporary organization, contains elements of danger to printers especially. Even the old, established parties are not any too safe in credit matters, because officials may not always be able to get the money to pay bills when due. It is best to be particularly cautious about any organization wanting printing where its financial standing is not assured.



The CLEVELAND FOLDING MACHINE

will fold any form that any other machine or combination of machines will fold—and usually will do it better and cheaper—AND IN ADDITION the CLEVELAND will fold 150 different forms that cannot be folded on any machine or combination of machines.

Either of the 191 different forms for which the CLEVELAND is adapted can be made most accurately and economically—with minimum supervision and the least spoilage. The CLEVELAND is most versatile and adaptable, and different from any other folding machine—there are no tapes, knives, cams, chains or sprockets to cause delay and spoilage, and the speed is limited only by the operator.

You MUST have a Cleveland for maximum bindery efficiency.

The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

161 Devonshire Street, Boston
532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

The High Cost of Composition Can Be Reduced

The greatest factor of cost in composing rooms is distribution. The Monotype eliminates this and turns all the time of all the compositors into productive time by furnishing plenty of type, rules, leads, and strip material to keep them busy on live copy.

The biggest expense is for type, rules and strip material. The Monotype makes all the type needed at so low a cost it does not pay to distribute. The depreciation saved pays for it. This gives more productive caster hours and reduces the cost of Monotype composition.

Non-Distribution Will Do It

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.



Lanston Monotype Machine Co.

PHILADELPHIA

NEW YORK
CHICAGO

BOSTON
TORONTO

Monotype Company of California, SAN FRANCISCO

Supplymen Eat, Smoke and Are Merry

The regular monthly dinner-meeting of the Printers Supplymen's Club of Chicago (accent on the regular) was held at the Morrison Hotel Friday evening, March 7.

The writer upon special request had the pleasure of attending the festivities and before the evening entertainment and business session was over needed no urging when an application for membership was dug up, to sign the dotted lines. He is hoping that within the prescribed thirty days he will be a full fledged member with these "Regular" fellows. But we started out to write about the meeting.

After a half hour of hand shakes and general conversation, the banquet was announced ready and, headed by E. J. McCarthy, President, and Chas. H. Callins, the able secretary and master of ceremonies, all selected their seats and proceeded to do justice to a fine repast. Oh! yes, there was plenty of singing, assisted by Harry Sidney, the nimble artist on the ivories. And lest we forget, as we finished our demi-tasse and the perfectos were passed there was a delightful interruption by the "artists." It must be great to be secretary and be able to secure the talent for these dinners. Chas. H. Callins is a 100 per cent secretary and he deserves credit. But to hasten on: After the business meeting and reception of *new members*—do you get this?—this club is growing. President E. J. McCarthy introduced the speaker of the evening, Mr. R. G. Badeaux, who as a 100 per cent four-minute man as well as a member of the American Protective League, has done his bit to aid Uncle Sam, the past two years, in the biggest job he ever undertook.

Mr. Badeaux proved a mighty interesting and instructive talker, and it was a real treat to hear him. He related many interesting and thrilling experiences encountered while doing his duty as a four-minute man in and around Chicago.

Following Mr. Badeaux there opened a round table discussion of methods to increase the number and interest of members. Mr. McCarthy, who became president of this club in January, assured those present that there would be "something doing" in the future and when he says that—you know you would like to get aboard and take a live interest in the future meetings, dinners, and—summer is coming—an outing, maybe.

Geo. Benedict of the Globe Engraving & Electrotyping Co., gave some very interesting reminiscences of the days when he used to "put on the mits" and though he is an exceedingly modest person, one could read between the lines and figure that he was "some boxer" and that he has a good punch or two left in him yet.

The meeting adjourned, all agreeing that a most enjoyable evening had been spent. Get your application for membership in the Printers Supplymen's Club of Chicago in early.

Chicago Notes

John W. Hastie, president of the Franklin Typothetae, accompanied by Mrs. Hastie left early in the month for Hot Springs, Ark., for a rest and vacation. Mr. Hastie had just gotten up from a sick bed, and it is to be hoped this rest and change of climate will fully restore him to good health and strength.

W. J. Hartman, pres. W. J. Hartman Co., and Thos. F. Faulkner, pres. Faulkner-Ryan Co., also journeyed to Hot Springs with Mr. and Mrs. Hastie.

President Miller, of Barnard & Miller, a former president of the Ben Franklin Club, is still active in public affairs. He was one of the committee of the Association of Commerce that met representatives of the South in the effort to divert business to New Orleans instead of adding to the congestion in the East. Because of its natural location, Chicago will benefit greatly if its water transportation is developed as much as possible and its immense network of railroads used to scatter freight to the best advantage, both of this and foreign countries. Mr. Miller reports the steady growth of his firm and everything going well.

The trade is having satisfactory conditions so far as amount of business is concerned, judging by the general tone.

The Newspaper Publishing Company, 1714 West Division Street, last month bought the linotype plant of the Goodspeed Press, and also put in a Miehle press.

The Christian Life, Springfield, Ill. was incorporated March 5, with \$2,500 capital, by John H. Wright, O. L. Pride, Audrey L. Pride and Carl D. Pride.

A printing plant has been installed at 180 North Wabash Avenue, Chicago, by the American Red Cross.

Chicago Heights has a new job printing plant under the name Standard Printing Company.

The job printing plant of the Live Stock World has been purchased by S. J. McDonough, formerly secretary of the Drovers' Journal Publishing Company. He continues the business at 815 Exchange Avenue—the Stock Yards district.

The newspaper Jewish Forward has absorbed the Jewish World, 1128 Blue Island Avenue, and greatly enlarged the plant, including installation of a rotary press.

Arthur T. Gutgesell, who was chosen as the Republican nominee in the Twenty-eighth Ward, was formerly a printer. He had the indorsement of the Municipal Voters' League.

The reduction of prices for Herrick books and cuts by the Schroeder Bros. Company makes them more available. The two-color cuts should increase business for every printer using them.

A strong demand for envelopes, especially hand-made, is reported by the Charles H. Luck Envelope Company.

ONYX BLANKS

22x28

White, Coated One
Side and Two Sides

4, 5, 6, 8 Ply

☞ Cost little more than the cheaper grades, but are so much better that the results obtained will more than please you.

☞ Excellent for printing halftones in one or more colors.

BRADNER SMITH & CO.

Paper for Every Purpose

C H I C A G O

Have you received our Catalog No. 65 and February Bargain List?

Holmgren, Engdahl & Johnson

Company

EDITION BOOK BINDERS

412-420 Orleans Street
Chicago

TELEPHONES { Main 4928
Automatic 33423

**"Books Bound by Us are
Bound to Satisfy"**

Modern Machinery

Used late style

1. 10x15 C. & P. Press.
 2. 14½x22 C. & P. Press.
 3. Four—29x41 4-roller Miehles.
 4. 40 in. Seybold Dayton Cutter.
 5. 56 and 62 in. 4R. Miehles.
 6. 19x25 and 25x34 Hall Folders.
 7. 32x44 Dexter Jobbing Folder.
 8. 25x25 Vandercook Proof Press.
 9. 12x18 4-roller Golding Art Jobber.
 10. No. 6 ⅞ in. Morrison Stitcher.
 11. Model B Intertype, A. C. Motor.
 12. Model 1 Linotype, A. C. Motor.
 13. Seybold Duplex Trimmer.
- Complete line new and used machinery.
Outfits: New and Used.

See our Classified Ads

WANNER
MACHINERY CO.
A.F. WANNER PROP.

714-16 South Dearborn Street
CHICAGO, ILL.

PHONE: Harrison { 6888
6889

SHOPS: 215-23 W. Congress St.

No New Directory This Year

"The high cost of publishing material and labor is responsible for our decision not to get out a directory this year," said Secretary G. W. Overton of the Reuben H. Donnelley Corporation. "Usually we have 500 men to canvass the city, doing it in twenty days. Labor was so scarce in 1917 that we used only 200 and it took sixty days. A directory costs \$15. To double the cost would make the price prohibitive. We may not even be able to get out a directory next year. We haven't decided that question yet."

W. J. Hartman Co. has leased the other half of the third floor of 732 Federal St., and on the removal of the present lessees will take possession and enlarge the plant accordingly. Mr. Hartman utilizes all of the fourth floor for offices, composing and pressroom, and up to the present time one-half of the third floor in which is located the bindery and stock and cutting room. As announced in the January issue, Daniel Boyle and Wm. M. Galvin joined the sales department of the company and the additional space has become necessary as a natural consequence of expansion in business.

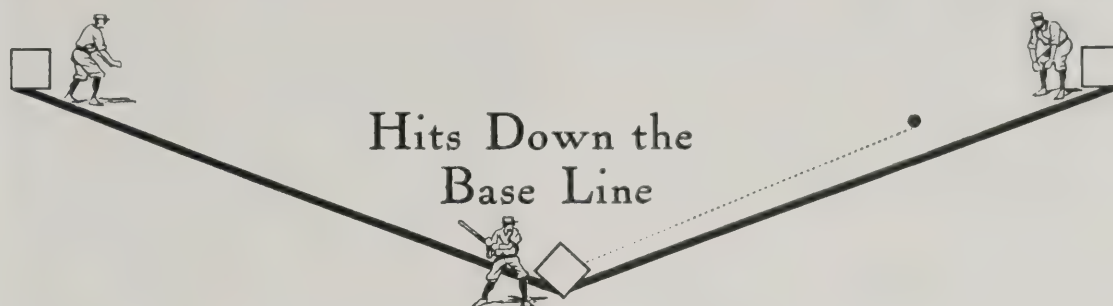
Changes in Sewell-Clapp Company

After thirty years' service, Clement L. Clapp has given up active control of the affairs of the Sewell-Clapp Envelope Company, though keeping in close touch by holding the position of chairman of the board of directors. At a banquet at the Hotel La Salle, Feb. 15, in behalf of co-partners, he formally turned over to employees the name, goodwill and entire management. The officers now are: President, M. D. Strong; vice-president, H. T. Hyatt; secretary, John J. Allen; treasurer, Aubrey S. Criner. Employees hold over 90 per cent of the stock. It appears to be in the nature of a co-operative affair, with safeguards to assure its preservation.

Ritzman Wins in Primary

Fred W. Ritzman, of Ritzman, Brookes & Co., was nominated as a candidate for member of the Oak Park Board at the primary Feb. 25. This is equivalent to election, no opposition seemingly developing. Mr. Ritzman was born in Chicago, Nov. 12, 1879, but has resided in Oak Park since 1906. The printing and stationery firm of which he is president and manager, was founded in 1905. He was twice president of the Central Oak Park Men's Club, and as president of the West Suburban Law and Order Enforcement League, directed the campaign against saloons and gambling in 1918. Was also active in war work. He is a member of Euclid Avenue M. E. Church, and has a son and daughter.

Edward R. Armitage, a linotype operator on the Daily News, was nominated as the Republican candidate for Alderman in the Twenty-seventh Ward, having the indorsement of the Municipal Voter's League.



*Come on, boys, get in the game.
Drive one home.
Address contributions to H. D. B. L.
No foul balls score.*

Billie Curry, of the Buckie Company is making a good batting average. More power to you, Billie.

R. C. Stovell, of Omaha, is in Chicago purchasing some equipment. Charlie will have a lot to tell Sam and Andy when he gets back home.

J. W. Valiant, of the Rossback Company, Benton Harbor, has just returned from a successful trip through the West. Val seems to have seen some wonderful "poultry" in Oklahoma City.

Geo. Lennig is back with the John F. Buckie & Son Company, as salesman.

John F. Buckie, Sr., it is understood, is quite ill, he and Mrs. Buckie are in California. Certainly the sunny climate should make for a quick recovery.

Jim Sherman, Printing Machinery Company, is making the Western circuit next week.

While Tom Bateman is tripping through Canada, he expects to be in New York by Saturday.

J. E. Dauchey of the Dauchey, Wright Letter Service, reports business good. They have added two more salesmen to their force.

Ben Link, of "Quick Set" Company, has just returned from a trip to West Baden.

Workman Manufacturing Company recently added a Kelly Press to their already splendid equipment.

J. Akerland, of Augustana Book Concern, Rock Island, Illinois, was in Chicago for a few days last week.

Henry L. Rouse, son of H. B. Rouse, is with the army of occupation in Coburg, Germany. His father has received word that he is enjoying himself.

John B. Fergus, of the defunct Fergus Printing Company, takes great interest in public affairs. He tackled too big a job, though, when he tried to beat Alderman Capitain as a candidate for the Republican nomination in the primary.

The Pictorial Art Publishing Company, Chicago, capital \$2,500, was incorporated Feb. 25 by M. Oppman, F. Schwab and J. Shapiro.

The Shores Printing Company, Rockford, Ill., has changed its name to T. N. T. Printing Company.

Secretary of the Treasury Carter Glass proves that a printer may be able to enter the bankers' field and make a great success. He advanced from printer's apprentice to printer reporter, editor and publisher. He was eighteen years in Congress. As chairman of the Committee on Banking and Currency of the House of Representatives he framed the Federal Reserve Act, which was of such valuable service in the most critical period. Though he is an eloquent speaker, he rarely displays this talent.

City Clerk Igoe of Chicago is another instance of a printer making a success in the political field. He had no opposition when the time came for nominations on the Democratic ticket.

The Optimist

The optimist is a man who has nothing much to make him cheerful, but who can look at the crowds of lady shoppers, these days, and be glad he's not a muskrat.—Cleveland Plain Dealer.

Confidence moves mountains. Help establish it.
It's our duty and our country's need.

MENDELSON BROS. PAPER STOCK COMPANY
CHICAGO, ILLINOIS

Geo. E. Crane, of the Chicago Roller Company, has just returned from a pleasure trip in Florida.

Good old Tom Willis, one of the best known salesmen in the printing trade, is back in the loop district from gay Parie, he is still in uniform, and we notice that his left arm bears all the insignia of honor.

Tom Faulkner, of Faulkner & Ryan, has just returned to his desk after a short vacation.

It was understood that Thos. E. Donnelley was taken sick, while out of the city, and has been confined to a hospital.

Charles Muller, of the Acme Printing Ink Co., has just returned from a business trip to St. Louis.

The Reuben H. Donnelley Corporation will move from their present location in the Law Building at 633 Plymouth Court, and will occupy an entire building on State Street. This move will be made about April 1st.

Frank Brazelton, Dunn Ink Works, is back on the job after a slight illness. We are all glad to see him back.

Fred Merkle, our heavy hitting Cub first sacker, keeps in condition during the off season, pounding the keys on a Linotype machine. The fact that he hits the old horse-hide for an average of 300 or better, has nothing on his speed average as an operator, as 3,000 M's per hour is Fred's long suit.

Bob Halpin of Thos. P. Halpin Company, Printers, recently returned from service. His brothers, Tom and John, are still in the ring. John is now doing police duty in Paris. Come back from Paris, Jack.

C. R. & W. A. Nelson, Punch Press Manufacturers, move about April 1st into their new quarters at 180 North State street. They will have eight times as much space as formerly, and a greatly increased office force.

Frank Barheit, formerly with the American Type Founders Company is now with the Miller Saw Trimmer Company.

Bill Winger, of Dunn Ink Works is home with the "Flu." Just as tip to Bill: tripping the light fantastic nightly, is too strenuous. Watch your step, Bill.

A. D. Weinthrop & Company are installing new equipment and really making over their already splendid printing establishment; when the work is

completed, they will have replaced all the wooden fixtures with steel, in fact, a great many of the cases and lockers are steel now, but it is the desire of the company to have everything modern and absolutely up to the minute.

There is to be a large comfortable rest room for the girls and musical instruments will be placed in this room so that the girls may enjoy their noon time.

System and order seem to be the watchword of this firm, and "A place for everything, and everything in its place," certainly applies here.

Advertiser phones in Want Ad. and says he has a Bolsheviki Press for sale. However this name does not appear in the adv., but—a significant description does—find it.

If unsuccessful, phone H. D. B. L.

Since the death of Charles O. Wright, of Charles O. Wright & Co., a few weeks ago, the business has been continued by his family in an energetic manner, adding to the equipment to meet increasing demand. The plant is located at 422 South Dearborn Street. Mr. Wright was formerly the head of Wright & Wiltz, and was connected with printing and publishing for many years.

Since the returning of Mr. Charles Engdahl to the Holmgren, Engdahl & Johnson Co., he has succeeded in acquiring the controlling interest, and he says he will have important news for his customers and those of the trade, soon.

Ben Franklin Monthly has a concentrated—no waste—circulation among the employing printers of the Industrial West. Use its columns.

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRES. & TREAS.

*Fine Printing and
Lithographic Inks*

NEWARK, NEW JERSEY

Chicago Office

609-11 So. La Salle Street

TELEPHONE WABASH 8533

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

552 S. Clark St.
CHICAGO

Main Office and Factory
Third and Lock Streets
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

The Chicago branch of the Intertype Corporation will remove on or before May 1 to larger quarters, having rented three stores in the Rand-McNally building, 548 to 552 South Clark street. A fine business is reported by this agency, including the following recent sales of Intertypes in their territory: La Capitale Publishing Company, Denver, Colo.; Farmers Publishing Co., Bagley, Minn.; Le Count & Le Count, Hartford, Wis.; Free Press Defense League, Aurora, Mo.; Plaindealer Publishing Company, Cleveland, Ohio; Times-Herald Publishing Company, Lorain, Ohio; Reporter, Indianola, Neb.; Sentinel, Iowa Falls, Iowa; Gazette, Coin, Iowa; Enterprise, Hull, Ill.; Republican, Plymouth, Ind.; News, Brillion, Wis.; News, Minden, Neb.; Journal, Peru, Ind.; Sentinel, Peru, Ind.; John W. Gill, Kansas City, Mo.; Messenger Printery Co., Athens, Ohio; Leader Company, Wabasha, Minn.; Gazette, Butte, Neb.; Economy Advertising Co., Iowa City, Iowa; Thomas & Evans, Indianapolis, Ind.; Mercury, Kinsley, Kans.; M. E. Hess, Des Moines, Iowa; Journal-Times Co., Lafayette, Ind.; Bergstresser & Bortel, Deshler, Ohio; Telegram, Mechanicsburg, Ohio; Wolff Ptg. Co., St. Louis, Mo.; Wadena County Farmers Pub. Co., Wadena, Minn.; Sedgwick Ptg. Co., Martins Ferry, Ohio; Mahnomen Publishing Co., Mahnomen, Minn.; Daily Register, Richmond, Ky.; E. W. Kaufhold, Akron, Ohio; H. S. Jewell & Son, Springfield, Mo.; Goodhue Farmers Publishing Company, Red Wing, Minn.

London Master Printers

In connection with this Association a very successful "ladies night" was held at Pagan's restaurant, Great Portland street, W., the other evening. It is the custom of the Association to lunch together on the fourth Tuesday in each month, and for this occasion it was decided to substitute for the mid-day lunch a dinner in the evening, and to invite ladies to participate. The idea was enthusiastically taken up and a good gathering resulted. The president (Mr. F. A. Perry) occupied the chair, and after an excellent repast reminiscent of pre-war days, the usual loyal and trade toasts were duly honored.

The toast of "Proper Profits for Printers" was submitted by the president who humorously suggested that if the British nation were descended from the lost ten tribes of Israel it would be interesting to know how many master printers were descended from Issacher who was described as "an ass crouching between two burdens." On the one side the burden of labor troubles, and on the other that of excessive competition and mutual distrust. That burden could be lightened by a spirit of goodwill and friendliness leading to the possibility of obtaining proper profits. Mr. F. Scarsbrook responded, and informed the company that a lady had informed him that she considered 100 per cent. a minimum proper profit.

We set ads, too

Setting an advertisement that is inviting to the eye, readable without conscious effort, with the vital points properly displayed is a test of highest skill on the part of the compositor.

OUR compositors are men of skill and good judgment. They have the almost unlimited facilities of our extensive plant at their disposal. A wide assortment of modern faces of display type for hand set display—all standard body faces which may be set by hand, monotype or linotype, as the occasion may require. Printers who are called upon to perform this particular class of work may confidently place on our shoulders the responsibility of producing a job that will please the advertiser. Through using type from our own casting machines, which has never been on a press, electros from our composition are invariably clean cut and perfect.

*TRY OUR ADSETTING ONCE.
LET THE RESULTS DETER-
MINE WHETHER OR NOT WE
ARE TO HANDLE YOUR WORK*

Standard Typesetting Company

Handset—Monotype—Linotype
Composition and Makeup

701-703 South La Salle Street, Chicago

TELEPHONES: Harrison 3570-3571-3572

*This advertisement is set in three Monotype faces:
No. 79 bold, No. 137 italic, and No. 21 body type.*

CINCINNATI

The Queen City of the Industrial West

KENNETH C. CRAIN, Representative

307 First National Bank Building

Telephone Main 1959

CINCINNATI employing printers have, for the most part, experienced good business during the past month, suffering comparatively little from the admittedly cautious trend of things in general. Many manufacturers and other business men, normally users of quantities of printed matter, are inclined to wait and see what will happen, following the bad example set by their own customers; but, reasonably enough, they are in most cases keeping their publicity work going at something like a normal rate, for the purpose of bringing about a revival of business as soon as possible. The trade is by no means pessimistic concerning prospects for the spring, and leading printers are looking forward with confidence to coming months.

The return of the influenza epidemic, which, after two sessions in Cincinnati, was thought to be through, has caused a number of deaths in the city, and has to some extent inconvenienced all employers, although its coincidence with comparatively quiet business prevented much trouble on that score. The death of Mrs. Helen Robinson, wife of Edward C. Robinson, vice-president of the McDonald Printing Co., one of the leading concerns in the Cincinnati trade, following an attack of influenza, occurred on February 19. Mrs. Robinson was ill for less than a week, and Mr. Robinson, who was stricken at the same time, died on the following day, giving tragic emphasis to the prevalence and deadliness of the disease. The couple had celebrated their fifteenth wedding anniversary only a few days before, on February 10. They leave two children, who escaped the disease by being taken to the home of their grandparents.

The Webb-Biddle Co. reports a fair-to-middling printing business, limited by the general tendency now prevailing to wait and watch developments. The company is pushing business, as usual, in a progressive and intelligent manner, and suffers as little as any concern in the trade from periods of dullness like the present. For example, at a recent meeting of an organization of motor truck sales managers, representing most of the leading truck makers of the United States, the company distributed as souvenirs for each guest handsome loose-leaf memorandum books. The force of this "stunt" as a producer of printing business lay in the fact that the meeting was entertained by three big truck manufacturers located in Cincinnati, all of whom, of course, are large buyers of printing, and upon whom a most favorable impression must have been produced by the Webb-Biddle Co.'s courtesy to their guests.

A. C. Osborn, of the United States Printing Co., was one of the several Cincinnatians who visited New York recently to attend the convention of the collapsible box manufacturers, his company doing a considerable amount of printing for members of the trade.

The Proctor & Collier Co., which operates the Proctor & Collier Press, as well as the widely-known Proctor & Collier Advertising Agency, recently announced its intention of constructing its own building, to house its printing and advertising activities, a site for the purpose having been secured on McMillan avenue near Reading Road. This location, in fact, is one of the most interesting things about the company's plans, as most of the printing concerns, and all of the advertising agencies, are located in or near the downtown district. However, it is only a comparatively short distance to McMillan avenue up Reading Road, and the way is dotted with printing houses. The Proctor & Collier plans contemplate the erection of a substantial building, adequate for all of the company's activities, with the first floor housing the printing plant, while the upper floor will take care of the offices and advertising departments. The company is now and for several years has been located in the Commercial Tribune building. Allen Collier, its head, has always been prominent in the work of the printing trades organizations in Cincinnati, and is probably one of the best-known printers of the city among the trade as a whole.

Through the initiative of members of the Cincinnati Franklin Typothetae, and especially of Executive Secretary Harry Neal, there was held in the Queen City on February 11 a gathering of prominent printers of railroad tariffs from a number of Southern cities, making a representative convention of that department of the trade South of the Ohio and Potomac rivers. Arrangements were made by the Typothetae for the entertainment of twenty-five or thirty visiting printers, and assurances were extended that the hospitality of Cincinnati, always famous, would not suffer by the example of it offered to the tariff printers. Representatives of the trade from Louisville, St. Louis, Nashville, Memphis, Atlanta, Birmingham, Richmond, Roanoke, Wilmington and other cities in the South indicated their intention of being present to discuss the matters scheduled for attention. A more detailed report of the proceedings at the meeting will appear later.

Many printers are high liveries because of their inability to pay ground floor rents.

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India Tint Made to Order

King Paper Company
Kalamazoo, Mich.

Stitching Machine Logic →

Why equip with two machines of limited capacity when one

Morrison Perfection No. 6 Wire-Stitcher

will give you the wide range between two thin sheets and a book 7/8-inch thick?

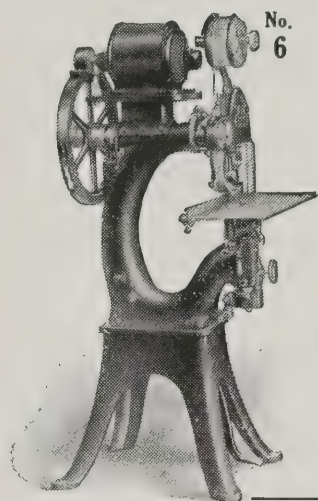
The selection of a Stitching Machine is worthy of your most careful attention.

J. L. MORRISON COMPANY, Inc.

116 West Harrison Street, CHICAGO

Head Office and Factory
NIAGARA FALLS, N. Y.

C. I. Johnson Mfg. Co., St. Paul, Minn.



FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE
**HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS**
ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Challenge Mach'y Co. Products
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galley, Brass and Steel
Run-Easy Tape Couplers

Denver Notes

James Payne, head of the Great Western Publishing Company of Denver is seriously sick with pleuropneumonia, following an attack of influenza. Mr. Payne is of a rugged constitution and although he is dangerously sick at the time of writing, his friends have every hope that he will pull through.

Maurice Barris, who for the past nine years has been a printing salesman with the W. F. Robinson Printing Co., has been appointed advertising manager of the Denver Rock Drill Company, a corporation doing business in machinery and mining supplies in nearly every country in the world. The many friends of Mr. Barris wish him success in his new position. Previous to coming to Denver Mr. Barris was engaged in selling printing in New York City.

Mrs. T. K. Wonderly, wife of the president of the Denver Typothetae has been seriously sick from influenza, but is now on the road to recovery.

Two important state printing contracts were advertised and let on February 25th. The printing of the session laws for the state of Colorado produced healthy competition, and in the end the contract was awarded to the American Printing & Publishing Company who were about \$100 lower in price than the Brock-Haffner Press and the W. H. Kistler Printing & Stationery Co., who ran very close in their bids. It would seem that the state is again being handed the best of the proposition in the matter of prices as they are buying one column composition for 34c per thousand, 2 column for 40c, 3 column for 50c and 4 column matter for 68c. Another contract for the printing of letterheads, envelopes and other small classified work was awarded to the Bradford Printing & Publishing Co., with the Smith-Brooks Printing Company coming in a very close second. The contract for embossing and die work was secured by the Gill Engraving Company, who beat the W. H. Kistler Printing Company in prices.

The bill now before the Colorado State legislature for abolishing altogether the maximums in printing has been reported out of the house committee and will in a short while go to the senate for action. For some years the printing for the state of Colorado has been bought on maximums, and

with the aviation in the price of all kinds of paper and other materials entering into the manufacture of jobs has produced a condition of almost chaos, especially when it is enacted that no S. C. or M. F. book paper can be bought at more than 6 1/2c per pound. It is hoped that the present bill which abolishes this condition will go through so that the printing industry will not be discriminated against any more than any other industry.

Lieut.-Colonel Erle O. Kistler, son of W. H. Kistler, of the Kistler Printing & Stationery Company has arrived in New York and is expected home in Denver shortly. The printers are proud of the Colonel, owing to his war record. He has seen service in some of the hottest sectors in France. Besides, he won his Major's commission at the age of twenty-seven at the staff officer's school at Longres. He is a graduate of Yale and played full-back on the 1910 team. He was with the Rainbow Division and at Chateau Thierry he captured a machine gun which he sent home to his father and it has been a center of great attraction in the big Champa Street store of the Kistler Company. The Colonel will take an active interest in directing the business of the Company, thus relieving his father of much of the detail which has fallen on his shoulders during his son's absence in France.

E. F. Wepf, of the Wepf Printing Company, who was drafted into the army, is back in Denver and is once more directing the affairs of his business which he left in the hands of E. C. Chamberlain, who came from the Pacific Coast to Denver to take charge. Mr. Wepf is looking fine and has enjoyed his service with Uncle Sam.

Spinal meningitis following influenza has removed a well-known Denver printer and publicity man in the person of William H. Emmons, head of the Publicity Company bearing his name. Mr. Emmons, who was forty-one years of age, was formerly in the newspaper business, having learned his trade at Dayton, Ohio. Several years ago he started in the Multigraph and Publicity business in Denver and was very successful. He leaves a widow and one child, a girl, to mourn his loss. Mr. Emmons was a Rotarian and member of the Denver Athletic Club, as well as being associated with many other public organizations having for their object the betterment of Civic and commercial happenings.

**Mendelson Bros.
Paper Stock Co.**

ESTABLISHED 1885

SPECIALIZING IN

**Printers', Stationers' and Bookbinders'
Waste Paper—All Grades**

WRITE FOR OUR ATTRACTIVE PRICES

General Offices: 900 Michigan Blvd. Chicago, Ill.

Ludlow Typograph Will Sell Direct

The Ludlow Typograph Company announces that it has cancelled the selling agreement under which the Mergenthaler Linotype Company has been handling its goods and will hereafter sell its products direct to the trade through its own sales force. The new arrangement became effective January 1, 1919.

The main offices and factory of the company are located at 2032 Clybourn Ave., Chicago.

Herman F. Harmegnies Passes Away

The many personal and business friends of Herman F. Harmegnies were grieved to learn of his death on Wednesday, March 5th. Mr. Harmegnies was fifty-one years of age and was very active in business up to the time of his death, being president and treasurer of Harmegnies & Howell, printers. Mr. Harmegnies was always a hard and earnest worker in the Masonic order, having attained the thirty-second degree. The Silvan Commandery conducted the funeral services which were held at the late residence, 730 Wisconsin Avenue, Oak Park, and later at the Oak Park Masonic Temple.

One of the most beautiful tributes paid the deceased was when Mr. Howell, his business associate, said that in all the many years of their business association, he had never known Mr. Harmegnies to lose his temper.

Mr. Harmegnies leaves a widow, son Paul and daughter Faith.

New Springfield, Ill., Incorporation

The Christian Life Press, capital \$25,000, was incorporated in Springfield, Ill., March 7. Those identified with the company are John H. Wright, O. L. Pride, Audrey L. Pride, and Carl D. Pride.

H. C. Sherman, president H. C. Sherman & Co., printers, 508 So. Dearborn St., accompanied by Mrs. Sherman, leaves this month for several weeks' vacation in California.

The subscription price of Ben Franklin Monthly is \$1.50. Twelve and a half cents for twelve big numbers. You can't afford to be without it.

THE BLUNDEN-LYON COMPANY CHICAGO

108 WEST
HARRISON
STREET

PHONE
WABASH
7210

A big, comprehensive line of usable sizes, weights
and colors in Bonds and Ledgers
in stock at all times

BLYCO
PAPERS

USE

BLYCO BOND

BLYCO
PAPERS

An Approved Paper Product

*Do you consult these
Sample Books
when
in
need
of
Label
Paper?*

*Apost-card request
brings them to you.*

RECENT PURCHASERS OF LINOTYPES

Dallas (Texas) Hargreaves Printing Co.
Chicago (Ill.) F. J. Stevens Co.
Brookfield (Mo.) Argus.
New York (N. Y.) Federal Printing Co.
Akron (Ohio) Evening Times.
Worthington (Minn.) Globe.
Springfield (Ill.) News-Record.
Chicago (Ill.) Mrs. A. D. Miner.
Janesville (Wis.) Gazette.
Oakland (Neb.) Independent and Republican.
Waco (Texas) Times Herald.
Clinton (Mass.) Item.
Detroit (Mich.) Standard Composition Co.
Harrisburg (Pa.) Pub. House of the United Evangelical Church.
New York (N. Y.) The Ad Press.
New York (N. Y.) Tribune.
Amsterdam (N. Y.) Recorder and Democrat.
Albany (N. Y.) La Gazzetta di Albany.
Blackwell (Okla.) Tribune.
New York (N. Y.) Albert O. Jennings.
Sharon (Pa.) Herald.
Chicago (Ill.) The C. H. Morgan Company.
Detroit (Mich.) International Pub. Assn.
Michigan City (Ind.) Dispatch.
South Bend (Ind.) The News-Times.
Fatonia (Texas) Argus.
Clambridge (Mass.) The Advocate.
New York (N. Y.) Tribune.
Eau Claire (Wis.) Telegram-Leader.
Wilmington (Del.) Morning News.
Dallas (Texas) Egan Printing Company.
Columbia (S. C.) Southern Christian Advocate.
Lawton (Okla.) Daily News.
Peru (Ind.) Journal.
Indianapolis (Ind.) C. E. Pauley & Company.
Fairfield (Ill.) Wayne County Examiner.
New York (N. Y.) Federal Printing Co.
New Rockford (N. D.) State Center.
Chappell (Neb.) Register.
Rock Island (Ill.) Argus.
Memphis (Tenn.) Press.
New York (N. Y.) The Ad Press.



GEORGE W. MOSER

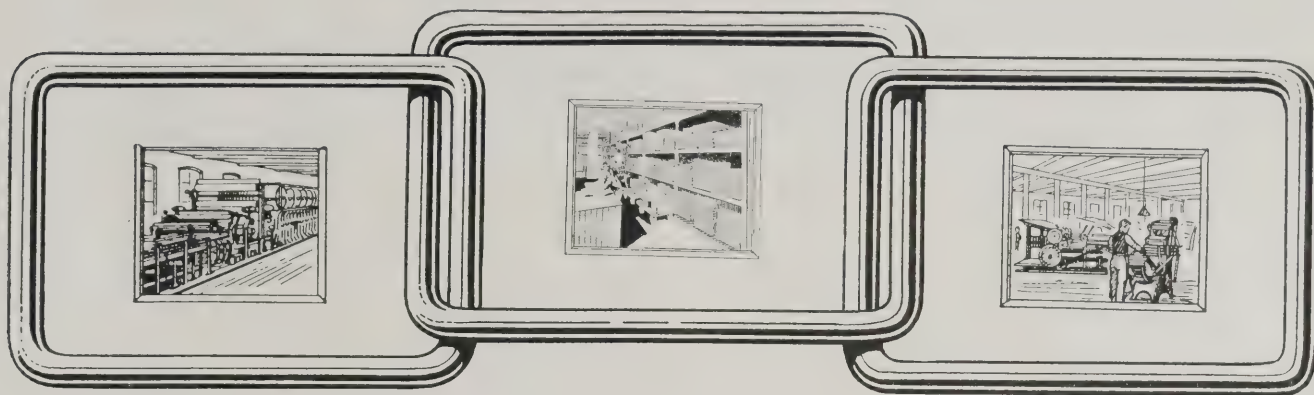
BORN MARCH 9, 1850

DIED FEBRUARY 26, 1919

OWING TO THE DEATH OF MR. MOSER, PRESIDENT AND FOUNDER OF OUR COMPANY, THIS PAGE, WHICH WAS RESERVED FOR ADVERTISING PURPOSES, IS DEDICATED TO HIS MEMORY.

MOSER PAPER COMPANY

Paper Trade Notes



Three Important Links in the Life of a Sheet of Paper

George W. Moser, Chicago Paper Merchant, Dead of Heart Failure

George W. Moser, president and founder of the Moser Paper Company, 621-31 Plymouth Court, Chicago, Ill., died of heart failure at his home, 400 So. Maple Ave., Oak Park, Ill., on Wednesday, February 26th. He had been in poor health for several months during which time he has kept close to his home.

Mr. Moser was one of the pioneers in the paper industry in Chicago and has been prominently identified with the jobbing trade for over half a century. He was born, March 9, 1850 and at the age of 16, July 10, 1866, began his career in the paper jobbing house of Lafflin, Butler Co. (now the J. W. Butler Paper Co.). He has often told of his early days as office boy of the firm, one of his duties being to dust off the desk of J. W. Butler.

After several years with the Butler organization he became identified with the Bradner Smith Co.

After a few years he went with F. P. Elliott Paper Company, Randolph Street, near Fifth avenue, and was with that company until Mr. Elliott's death and termination of the company. Then in February, 1893, he formed the Moser, Burgess Co. and began business at 237 West Monroe Street, where they stayed until 1903 in which year Mr. Burgess retired, selling his interest to Mr. Moser and the company moved to 208-10 West Monroe Street.

In 1909 Mr. Moser again had to seek larger and more advantageous quarters and the company, now the Moser Paper Co., acquired their present quarters at 621-31 Plymouth Court in the heart of the printing district of Chicago.

He passed away in his sixty-ninth year, fifty-three of which he devoted to the paper trade. He has been a dominant figure in the trade giving his energy unstinted to the interests of his business and the trade in general. His passing will be

mourned by his friends who are legion throughout the paper and printing trades.

Last year he was afflicted with rheumatism and was compelled to relinquish most of his duties, which fell upon the shoulders of P. A. Van Vlack, vice-president and E. A. Blackmer, treasurer. The former being his nephew.

Mr. Moser was greatly loved by his business associates and employees, the great majority of whom have been in the service of the company for long periods and comprise one of the most loyal organizations in the paper field. The pallbearers were the six oldest employees in point of service. They are Geo. H. Ross (salesman) 1893; E. A. Blackmer (treasurer) 1894; C. S. Beebe (salesman) 1894; H. J. Hendricksen (head cutter) 1894; Albert Johnson (shipping clerk) 1896; H. B. Chamberlain (salesman) 1896.

Mr. Moser always took a keen interest in young men and there are many men in the paper trade who can look back and recall when they were schooled in the business by him.

One of his associates in business long ago had this to say regarding him when asked for one outstanding characteristic: "He had the keenest memory of any man I have ever known. In the old days before stock sheets and present day methods of checking up items of paper stock were known, Mr. Moser could state without any hesitation and invariably correct, the amount of cases or reams of a given grade in the stock room."

It is said by those intimate with him that his home life was ideal, always sharing with his wife his every business care and joy and making of her his confidant throughout their many years together.

He is survived by his widow, Mary J. Moser, and his nephew P. A. Van Vlack. The Western Paper Merchants Association are getting up a memo-

Advertising Talks

No. 2

Concentration Is Economy

Charles W. Byrne is space buyer for Critchfield & Company, Chicago, advertising agents. In a recent issue of "Class," Mr. Byrne has an article on "Analyzing Trade Paper Values." While Mr. Byrne may not have had *Ben Franklin Monthly* in mind when he wrote the following paragraphs, he could hardly have expressed more convincingly the reasons why every manufacturer of materials and supplies for the printer should regard *Ben Franklin Monthly* as the most logical medium available through which to present an advertising message to the trade in the Industrial West.

"The greater the specialization of a trade paper" said Mr. Byrne, "the better I like it. It is just another step in economy in space buying, since in a larger group of readers representing all branches of a business, there is likely to be a big percentage who are not interested in the proposition which you have to advertise. Through the specialized medium it is possible more nearly to reach the ideal."

"Some trade publications try to take in too much territory and cover too many interests. In this way they weaken their appeal and lose the essential advantage of the class paper."

"Frequently a publication with 2000 circulation may reach a group of uniform character and have a stronger hold on those in that group and supply a stronger reading interest for them than a similar journal claiming 5000 circulation, that is covering too much ground."

"No space buyer using trade papers can afford to condemn small circulations. Such an attitude is in direct contradiction with his whole aim of a specialized appeal, and the finer specialization of the publication enables him to come closer to the goal."

Ben Franklin Monthly makes no claim to a big circulation. It does lay claim to a big percentage of circulation in the field which it covers, the Industrial West. In the heart of this section is Chicago, the biggest printing and paper center west of the Alleghanies. There is not another paper in the Printing trade that has so large a circulation in this center as *Ben Franklin Monthly*. And we are ready and willing to back up our statement that the combined circulation of any two national trade papers in the field will not equal the net paid circulation of *Ben Franklin Monthly*.

We offer to our advertisers a highly concentrated circulation in the large cities as well as the smaller towns in the Industrial West. Its phenomenal growth the past six months is proof positive that it has a strong reading interest for the employing printers of this section.

Trade paper advertising pays.

rial in book form and after the individual signatures of all the Chicago Paper Merchants are received it will be presented to Mrs. Moser.

He was a member of the Chicago Athletic Club and Glen Oak Country Club.

Oak Leaves, the leading paper in Oak Park where he resided for over forty years, after reviewing his life, had this to say in closing:

"The community has lost a staunch supporter of everything that was best in community life and he will be greatly missed by his friends whose attachments to him were especially close."

Hammermill Readjustment

An important meeting of agents of the Hammermill Paper Company, with officials of that company, was held at the Blackstone Hotel, Chicago, on February 27 and 28. The total attendance was over one hundred, and some seventy-five agents, covering every territory in the United States except the Pacific Coast, were represented by one or more of their officials. New Orleans, Denver, San Antonio, Portland, Me., and other distant cities were all on hand, as well as one hundred per cent delegations from New York, Chicago, and the other larger centers. The Hammermill executives and sales staff were all on hand.

The outcome of the two-day meeting was a decision on the part of the agents to make a reduction of two cents (in ream lots) in the selling price of Hammermill Bond, the new price to become effective March 3. This reduction, it is stated, was not made with any idea of stimulating business, but rather because the mill officials and agents felt that this was the psychological time, in the face of reductions in many other commodities, to adjust their selling price downward.

It is further stated that facts and figures presented at the meeting prove conclusively that at present prices of raw materials entering into the manufacture of sulphite bond papers it would be impossible for the manufacturers to make any further reductions and meet manufacturing costs. Hammermill agents, therefore, feel confident that there will be no further readjustments for a long time to come.

President Frank O. Butler and Vice-President and Secretary J. Fred Butler of the J. W. Butler Paper Company, have relieved themselves of some of their outside work by the consolidation of the Natoma and Huntley dairy companies. The former continues to be closely connected, serving as chairman of the board of directors, but the latter serves merely in an advisory capacity. The dairy company was an outgrowth of their model farm, which is situated near Hinsdale. The farm is still retained and will keep up the supply of milk specially prepared for infants and invalids. The Natoma has a fine reputation for the quality of its products.

MIDLAND PAPERS ARE
PRACTICAL PAPERS

CERTIFICATE BOND

Carried in Stock in White and
12 Colors

LAYS FLAT

Especially Adapted to
Halftone Printing
for Bond Paper

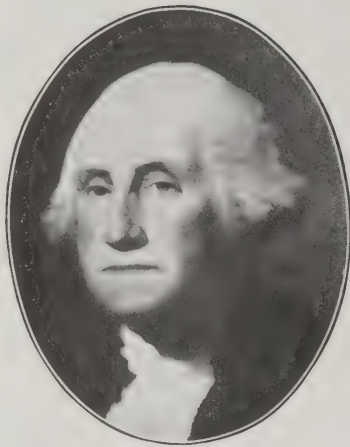
Phone
Main
142

MIDLAND PAPER CO.
322 W. Washington Street
CHICAGO

The latest paper mill to enter the ranks of national advertisers is the Eastern Manufacturing Company, which has launched a campaign calculated to reach the public in all sections of the country. The campaign has been carefully planned and carefully co-ordinated. The big drive will include advertising in six or seven of the national magazines. This will be supplemented by broadsides to printers everywhere, explaining the new campaign, reproducing some of the advertisements which are being used, and describing some which are to be used. This will be followed by a distribution of sample books and other advertising literature. All of this will be so arranged as to dovetail perfectly in the general scheme and carry home each point with the greatest possible effect. One of the features of the big advertising campaign is the new Eastern trademark, a distinctive design which attracts instant attention.

Lieutenant Lawrence M. Blackmer, son of Treasurer E. A. Blackmer, of the Moser Paper Company, is back home after service in France as a pursuit pilot in the aviation division.

Frederic C. Tyler, president Western Paper Stock Company, died Feb. 18. He was 72 years old and came to Chicago in 1862. His birthplace was Essex Junction, Vt. A widow and two daughters survive.



WASHINGTON BOND

A NATIONAL LEADER

IN TEXTURE, STRENGTH
COLOR AND FINISH

MANUFACTURED BY
LEE PAPER COMPANY
Vicksburg, Michigan

SOLICITOUS SERVICE SPELLS SUCCESS

The word "Service" conveys little meaning unless its quality be defined or proven. Indifferent service has a minor value, while solicitude to have everything right means the greatest effort to bring about that result. Yet there may be the fullest desire to serve without the ability to do all that is needed. Therefore it is best to be sure of capacity and to find out the past record of any concern that seeks your business.

Our special facilities in the way of equipment, organization and experience enable us to give you highly efficient service. Consequently here you get what you want when you want it and as you want it.

We'd like you to call and let us show you what we can do, or we'll send a representative to you if you prefer.

Peterson Linotyping Company

523-529 Plymouth Court, Chicago

Telephone Harrison 6280—Private Exchange to All Departments

The Great Lakes Paper Company, 515 South Wells St., Chicago, have enlarged their sales staff by securing, this month, the services of Judd S. Tattershall.

Mr. Tattershall comes to the company after five years' experience in the sales department of the Seaman Paper Company.

As announced in our February issue, the Great Lakes Paper Company is featuring just now several attractive lines in "seconds" carried in stock, which they have named for the great lakes. The two additions to their list are called Ontario Litho Label and Erie Blanks.

The Berco Boosters Club composed of the staff of the The Berkshire Company, Federal St., held its first annual dinner on Tuesday, March 4th, at the Auditorium Hotel. The address of the evening was made by E. D. Greedy, Cedar Rapids, Iowa, and he took as his topic "Salesmanship from the Buyers' Standpoint."

H. L. Willson, of the Willson Stationery Co., Winnipeg, Canada, and also Wallace Sullivan of the Canadian Expeditionary forces also aided materially in making the evening both enjoyable and instructive. Mr. Sullivan's humorous stories made a big hit.

The Berco Boosters hold weekly meetings, when all the joys and (yes, paper salesmen have some) troubles of the previous six days are discussed and the booster spirit is kept fresh throughout the organization.

The J. W. Butler Paper Company believe that "All work and no play makes Jack a dull boy," and therefore there is a keen interest in the inter-department bowling tournament being rolled by teams from the mill, office, sales and operating departments. At present writing the mill artists are holding first place by a good margin.

When this tournament is finished is there not a bowling team from some other paper house in Chicago willing to meet these champs? We believe there is and are waiting to hear of the challenge.

Plans have been consummated for the continuance of the work done by the Paper Makers' Advertising Club to further the use of standard mill brand papers and the promotion of the campaign to increase the use of direct-by-mail printing. At a meeting held in New York during "Convention Week," early last month, all of the officers were re-elected, including C. W. Dearden as president, while Brad Stephens will continue as editor of the quarterly, "Direct Advertising." The Eastern Manufacturing Company was elected to membership.

One of the features of the work to be undertaken this year by the club will be the conferring of "Certificates of Award" on printers who produce work of exceptional quality. It is recognized that good printers always try to turn out good work,



Knox & Wolcott Paper Co.

626 Federal Street Harrison 4203-4
CHICAGO

A ledger for every day for every printer

Star Ledger

Mount Royal Linen Ledger

American Ledger

Victoria Linen Ledger

Congress Linen Ledger

Vulcan Linen Ledger

Commercial Linen Ledger

but where there is an extra incentive there is always an extra effort, and recognition of ability is bound to spur on all men who have pride in their work.

An Attractive Folder

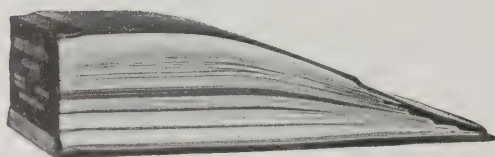
Birmingham & Prosser Co., Kalamazoo, have just mailed out to the trade a folder using the stock, 29x 45 - 220 of their Faultless Folding Enamel Cover. On the front cover is embossed an elaborate head of an Indian and shows to advantage the fine embossing qualities of this sheet. An excellent piece of color work entitled "Both Fighting for Their Country," adorns another page and this too, is heavily embossed in gold and printed on background of rich red. It is a striking piece of the printing and embossing work which show to great advantage on this heavy-weight specialty of theirs.

Marc S. Holmes died suddenly while sitting at his desk at 161 W. Harrison St., Chicago, Thursday, March 6th. He was in his 86th year, nearly 60 of which he had spent in the paper industry. He began business in St. Louis and there he was part owner of the large paper house of Snider & Holmes. After some 30 years in St. Louis, he moved his family to Chicago where he has been more or less active as a paper broker, dealing in cardboard and coated papers, up to the time of his death. He is survived by his widow and one son, G. B. Holmes, president of the Holmes Company.

NEW LINES RECENTLY ADDED

ALADDIN COVERS, 10 SHADES
PARQUETRY COVERS, 6 SHADES
INTERNATIONAL COVERS, 8 SHADES
THREE PLY ARTISTS SUNBURST, 19 SHADES

ALL ANTIQUE FINISH



TRADE MARK
Reg. U. S. Pat. Office

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

Ben Franklin Monthly and Cost System Prove Winners

The following letter came to us recently and we take pleasure in reproducing it.

Ben Franklin Monthly,
123 West Madison St.,
Chicago, Ill.

Dear Sirs:

Please find check enclosed for my renewal as per offer in December issue of one year for \$1.00 before February 1st. Credit same properly please, and oblige.

My best wishes for and regular reading of the Monthly while Mr. Hartman was editor are here continued for Mr. Howard and we assure you our shop is incomplete without your journal.

While we have been hurt in a business way by the War, our Cost System has kept us financially on top. Such aids as a Cost System and *Ben Franklin Monthly* at hand are certainly a good pair in such strenuous times.

With best regards,

Signed, J. S. SMART,
Arcadia, Ohio

We might add, and Mr. Smart will undoubtedly agree with us that a cost system and *Ben Franklin Monthly* are and will be a good pair to have at hand throughout the coming years.

BRANDS OF PAPER YOU SHOULD KNOW

**HAMMERMILL
BOND**

"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a
set of por-
folios that will
help you sell
more printing.

SWAN^{OLINEN}

DUBOC PAPER CO.
CHICAGO, ILL.

CENTRAL OHIO PAPER CO.
COLUMBUS, OHIO

THE SEYBOLD "DAYTON" CUTTING MACHINE

is the Cutter that will successfully cut all of the above well-known Papers as well as all other Paper Stock on the market.

A TRIAL WILL PROVE THE "DAYTON" IS THE BEST

THE SEYBOLD MACHINE CO. - - DAYTON, OHIO

CHICAGO

Phone Harrison 883

We have installed new machinery and new type faces, and are prepared to give the highest quality of work.

TYPESETTING

FOURTH FLOOR
727 So. Dearborn St.

COMPANY

Makeup Department
We make a special-ty of making up Newspapers, Periodicals, Catalogues and Books for press or electrotyper.

Paper Trade Directory

Alphabetical Directory of Bond, Ledger and Linen Papers Carried in Stock by Chicago Dealers

The number following the name of paper designates the dealer carrying same (see list at bottom of page). For full description and prices see dealers' individual catalogues.

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BEN FRANKLIN MONTHLY

VOLUME SIXTEEN

APRIL, 1919

NUMBER SEVEN

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used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

Equator Offset



For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

Equator Offset has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

Seaman Paper Company

Paper Manufacturers

CHICAGO

208 So. La Salle Street

NEW YORK

208 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



THE STORY OF PRINTING

Told to 3,000,000

BEFORE a national advertising campaign can prove profitable, the advertiser must have his goods "nationally distributed"—easily accessible to all who wish to buy. And the *supremely* national industry is Printing. Hence the timeliness and force of the U. T. A. advertising campaign now under way with copy inserted thus far as follows:

Saturday Evening Post, 1 page, March 22nd
Printers' Ink . . . 2 page spread, March 20th
Literary Digest . . . 1 page, March 29th

¶ Month after month, U. T. A. advertising will tell the Printer's story through full-page space in general periodicals, in business magazines, and in trade journals, reinforced by an effective drum-fire of mailing cards, booklets, folders and circulars.

¶ It preaches the straight-from-the-shoulder gospel of DIRECT advertising—and more of it. It urges the business man to choose his Printer thoughtfully, to ensure his getting plus value from Printing investment. It urges emphatically that the Printing buyer consult the *U. T. A. Printer*. With convincing force, it drives home the "why" of the U. T. A. Central Advertising Bureau, and how its expert DIRECT Advertising service is available to American business—*exclusively through the U. T. A. Printer*.

*Don't miss these membership benefits.
 Ask for complete details, addressing—*

UNITED TYPOTHETAE OF AMERICA
 (INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

General Offices: 608 South Dearborn Street, Chicago

"Not Conducted for Profit"



A Journal Published for Service to Printers,
Paper and Supply Houses, Engravers,
Electrotypers and Binders

P. A. Howard, Managing Editor
M. N. McCune, Associate Editor
Geo. V. McCune, Business Manager

PUBLISHED BY

Ben Franklin Publishing Company

P. A. HOWARD, President and Treasurer

123 West Madison Street, Chicago, Illinois

Telephone Randolph 2100

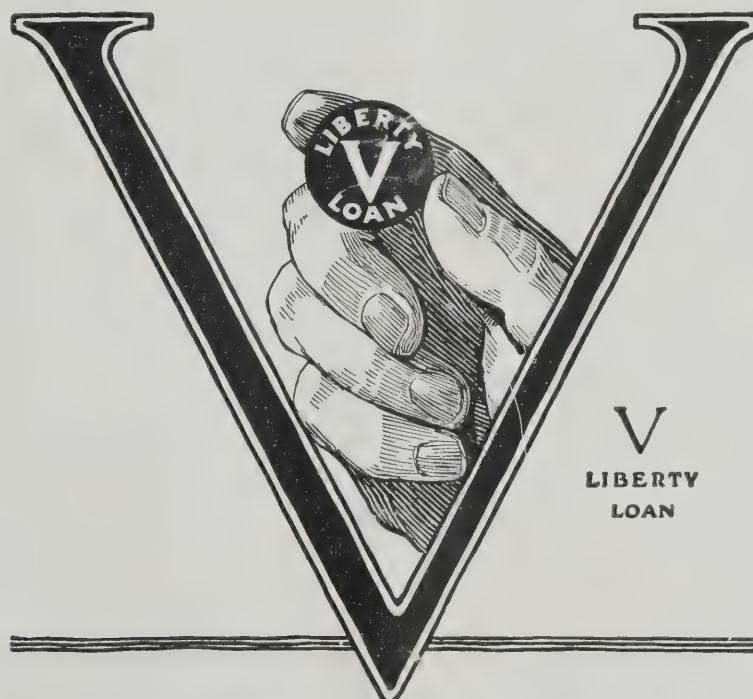
Vol. XVI

15c the copy

APRIL, 1919

\$1.50 the year

No. 7



Have You **YOURS?**

It's a Medal of Honor—this Victory Liberty Loan button.

It signifies accomplishment of duty, fulfillment of promises,
safety of investment and the apex of patriotism.

Get yours today.

VICTORY LIBERTY LOAN COMMITTEE

This space contributed by Ben Franklin Publishing Co.

Is Your Method Safe?

"What's the use of my going to the trouble and expense of a cost system when I can tell right along by the bills I have to pay and the bills due to me just how I stand?" Sounds all right, doesn't it? But do you have a weekly or monthly balance sheet and do you get every item down? The chances are that many things are overlooked or deemed trivial that would make a surprising total, even though the important charges are always included. Too often the big factors of depreciation, interest on capital invested and bad debts are unthought of. That isn't all. You may be doing some jobs at a loss and getting such a nice profit on others that the aggregate return is good. Then at any time someone may get your most profitable work away and you fill up with something not near as good and in a little while you realize you're losing money. What then? Probably you won't understand and will be unwilling to acknowledge you made a mistake in not having a cost system. To those who know of your happy-go-lucky method of doing business there'll be no surprise in seeing your name among the bankrupts.

A customer who is slow in paying his bills takes off profit in proportion to the delay, because there is a loss of interest on the money due, and where there is expense in collecting the drawback is still greater, so remember that, when you deal with such a one.

James H. Walden, of the Chicago Railway Printing Company, is one of the Chicago Association of Commerce committee that left Chicago April 5 to visit all the principal cities of Mexico. The trip was taken as members of the Mississippi Valley Association at the request of President Carranza, with the purpose of developing friendly business relations between Mexico and the United States. After their return a party of Mexicans is to come to this country with the same object.

Monotype Job Composition

The Lanston Monotype Machine Company has perfected an arrangement by which the composition of a large part of the smaller jobs may be done on the Monotype Keyboard, the only hand work required being the assembling and inserting of a lead or two. This includes letter and note headings, statements, business and professional cards, menus, programs, announcements, checks, drafts, index cards and factory forms, and many other jobs heretofore considered as exclusively hand work.

This new arrangement provides for the setting and casting of four sizes of the popular Plate-Gothics at one operation, and also includes facilities for composing intricate rule and leader forms in connection with the type at one handling.

The Wirth Salesbook Co., 4444 N. Knox Ave., has put in a Miehle press and other equipment.

Insurance Against Strikes

The feeling of insecurity and the danger of loss through the sudden quitting of employes has brought about the organization in the East of a mutual company to issue strike insurance policies. Basic rates have been figured for the principal industries, with variations, according to conditions in different localities, using data covering the last thirty years. Policies are to cover monetary loss sustained by an employer because of strikes, including the amount of the annual fixed charges during the period of complete or partial idleness, the pro rata of net profits sacrificed during the period, and the legal expense to the employers, if any, arising out of the strike. Presumably officers of the company will make a continuous study how strikes may be avoided and so reduce the number to the lowest possible notch to make the best showing.

The Trade Composition Association met on Tuesday, April 8th, at the Hotel Brevoort; one of the very special features of the many big things which this organization is planning for the coming year is the regular weekly luncheon, at which it is hoped all the members will get together and become better acquainted.

This organization is full of "pep" and should accomplish a lot in the near future.

Inexperienced Operators

CAN NOT WORK HAVOC WITH THE
**Morrison Perfection
Wire Stitcher No. 6**

In view of present labor conditions this one feature is an important reason for its selection.

QUICKLY ADJUSTABLE to any thickness of work from two sheets to a book $\frac{3}{8}$ -inch thick—side-stitched or saddle-backed.

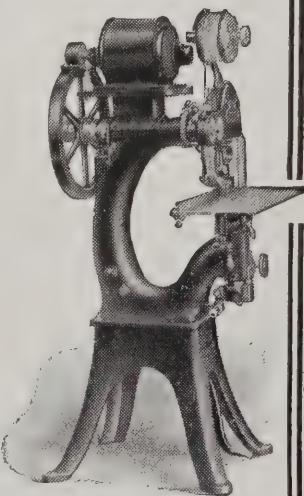
Will handle round wire from 20 to 28 gage or any combination of flat wire between those sizes.

Write for particulars,
price, etc.

J. L. Morrison Co., Inc.
116 W. Harrison St., CHICAGO

Head Office and Factory
NIAGARA FALLS, N.Y.

C. I. Johnson Mfg. Co., ST. PAUL



Important Meeting at St. Louis

A preliminary outline of the program for the Seventh Annual Meeting of the Chamber of Commerce of the United States, to be held at St. Louis, April 28 to May 1, as given out today at the Chamber's headquarters here, discloses that American business is preparing to offer constructive suggestions with respect to the future relations between government and business.

Having the advantage of experience gained during the war and during a five months' period of industrial readjustment, business men now are in position to give advice from their point of view on some of the important questions that are agitating the country. The meeting, coming as it does on the eve of an extraordinary session of Congress, furnishes an opportunity for obtaining a composite opinion from the business world on many things that Congress will take up.

A very large part of the things that Congress will be called on to consider touch industry and business at some point. At St. Louis the representatives of business from forty-eight states attending the meeting will express their views not only as to policies and principles but will advance detailed programs as to carrying them out.

A call has been sent out asking a meeting at the time of the convention of the Advisory Council of American Industries, made up of chairmen of the nearly 400 War Service Committees named under the Chamber's direction during the war to represent industry before the government. These men will come together for the first time since the first of the year, when they met at New York to form an organization to perpetuate the War Service Committees.

The subjects for discussion and action at St. Louis include the disposition and operation of the country's railroads and merchant marine; proposed revision of anti-trust legislation; the future of public utilities; foreign relations and foreign trade; agriculture; industrial production; domestic distribution; waterways and highways; industrial relations; international commercial arbitration; finance and Victory Loan.

The Chamber is obtaining the services of the best authorities of the country as speakers and those who will deliver addresses include Carter Glass, Secretary of the Treasury; William C. Redfield, Secretary of Commerce; Edward N. Hurley, Chairman of the Shipping Board; Walker D. Hines, Director of Railroad Transportation; Senator Albert S. Cummins; George Ed. Smith, President of the Manufacturers' Export Association; and others.

The French Government is sending to the meeting as speaker a special representative in the person of Maurice Casenave, formerly French Minister to Brazil, who comes to the United States as Director General of the French Services in this country, succeeding the French High Commission.

HOWARD BOND

WATERMARKED

Is produced by the Howard Mills, making one grade of Bond Paper exclusively. We invite and urge comparison.

Has no rival for its beautiful white color and unusual strength. It is manufactured with water filtered by nature, taken from a subterranean lake of absolute purity.

Is moderate in price and represents every requirement of the business world, and has revolutionized the Bond Paper market of America.

Complete line of white and colors always carried in stock.

THE HOWARD PAPER CO. Urbana, Ohio

Chicago Agents:

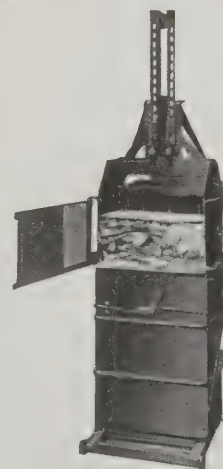
Parker, Thomas & Tucker Paper Co.
515-519 S. Franklin Street

A DEPENDABLE FIRE-PROOF

PAPER BALER

Is Absolutely Essential to the Up-to-Date
Efficient Printing Plant

Here is THE Baler for YOU



LIGHT, STRONG, COMPACT, EASY
OPERATING, 3 SIZES

An All Steel Baler at the Price of a Wooden One

Write for particulars

A/STEEL MANUFACTURING CO.

INCORPORATED
BATTLE CREEK, MICH. U.S.A.

PRINTING INK Varnish and Dry Color Manufacturers

Every class of *Printing Ink* made
under the best conditions.

HALFTONE and Process Ink specialized.

INTAGLIO Ink for the new photo-gravure
processes. Printed samples showing the most
popular colors used, sent on request.

LITHOGRAPHIC Ink of every description, and
the finest and best working

DIE STAMPING INKS.

*A large and skilled staff enable us to main-
tain a position at the very front of printing
ink manufacturers.*

Sinclair & Valentine Co.

NEW YORK

Boston Philadelphia Baltimore St. Louis Chicago
New Orleans Cleveland Toronto Montreal Winnipeg

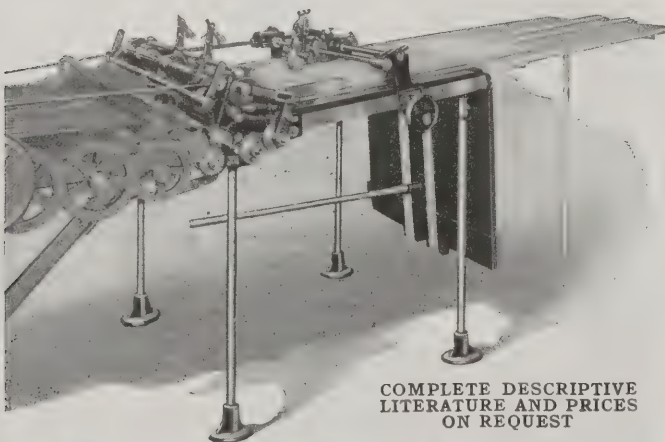
AUTOMATIC

CCAIN

CONTINUOUS
LOADING

LOADED
WHILE IN
OPERATION

FEEDERS-FOR-FOLDERS



COMPLETE DESCRIPTIVE
LITERATURE AND PRICES
ON REQUEST

McCain Bros. Mfg. Co.

29 SO. CLINTON ST., CHICAGO

MAIN 1485

A Gold Star

Only a few months ago a gold star held no particular significance. But today how different we view it. It is with reverence that we look upon and speak about our gold stars. So it was that when a small folder in black was handed the writer and on its front cover shown a lone gold star it was with moistened eyes that he turned over the leaves and read the inscription under the accompanying picture.

This boy, he was just 18 years old when he enlisted in the Marines, was the only son of Leo J. Winiecki, proprietor of the Security Printing Co., 2140 Clybourn Avenue, Chicago. Over there near the little town of Torcy close by the now historic Chateau Thierry, this boy lies with his comrade Marines a monument to that body of men who first over the top gave the Germans the first real taste of what they were to expect from America's

fighters. It was men of the caliber of Edward L. Winiecki that, outnumbered 3 to 1, stood up against the mighty enemy advance and tho at awful sacrifice in numbers, broke up what would have been a victory for the Germans. It is reported that out of 265 men in the company with young Winiecki when this particular phase of the fighting was over only 4 were left. What magnificent courage was shown by these U. S. Marines.

We are glad of the opportunity to pay tribute to Private Edward L. Winiecki. The printing fraternity is proud of the fact that he came out of their ranks. We must not forget these gold stars.



PRIVATE E. L. WINIECKI
67th Company, 5th Regiment
United States Marines
Born February 26th, 1899
Killed in action June 6th, 1918
Somewhere in France
Age 19 years, 3 months and 10
days

Veteran Publisher Dies Aged 82

Adam H. Lowrie for 36 years connected with the Elgin Daily News died April 3rd, at the age of 82 years.

He was founder of that newspaper and at the time of his death was one of its owners occupying position of publisher and editor.

Before going to Elgin Mr. Lowrie was senior proprietor of the Adrian Times of Adrian, Michigan, and was for fifteen years a member of the faculty and the acting president of Adrian College following the time when he was superintendent of schools at Marion, Ohio.

He was for several years the treasurer of the National Editorial Association.

Mr. Lowrie in 1892 was United States Consul at Freiberg, Germany, being appointed by President Harrison.

Chicago Printing Trade Notes

The Parker Printing Company has taken the place of Parker & Storfer, originally Cone, Parker & Storfer.

Orval Simpson, Ray Simpson and Edward F. Hill, March 29, incorporated the Convertible Loose Leaf Book Company, Chicago.

Joyce, Kane & Albrecht succeed the Chittenden Company, formerly Chittenden & Frew.

The Price Current Grain Reporter is the new name of the Hay and Grain Publishing Company, Chicago.

The Live Stock Press is the name chosen by S. J. McDonough for the World Press plant which he recently purchased.

It is estimated that 25,000 tons of type and metal in Great Britain were commandeered in 1918 to make ammunition for the war.

Over \$2,500 was realized from the advertising griddle and minstrel show at the Congress Hotel, Chicago, given for the benefit of the Off-the-Street-Club, the Chicago advertising men's charity organization. More than 500 advertising men attended the event.

J. B. Rerick, for many years manager of the Chicago branch of the Challenge Machinery Company resigned a short time ago and moved to La Grange, Ind., where he is back in the newspaper line.

Marshall & Jackson have lately put in some new machinery.

Carl Acton, former assistant Chicago Manager of Printers Ink, has become sales manager of Hop Service, Inc., of Chicago.

The company has taken larger offices on the eleventh floor of the Advertising Building. Their telephone number now is Randolph 5824.

The following companies were incorporated the past week:

Progressive Printing and Calendar company, Chicago; capital, \$2,500; incorporators, Henry Cohen, Abe Shapiro and Herman Waldman.

Facts Publishing & Printing Company, Chicago; capital, \$10,000; incorporators, O. R. Tuckner, S. L. Adelsdorf, Nathan Blumberg.

The Quick Set Compound Company of Chicago, Illinois, capital \$2,500 incorporators, Benjamin Link, J. M. Laventhal and Max Eichner.

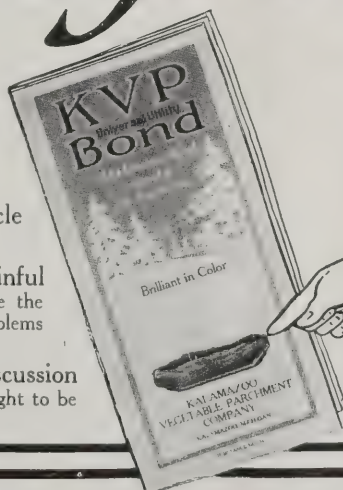
The Multi-Colortype Company, Chicago, an Illinois corporation was dissolved.

What's that— ~ an Oyster?

The great, new KVP mill "lost" some of its detail in this second reproduction, and a genial friend of ours (at least he smiled like a friend) asked us "What's that—an oyster?" Thank heavens he didn't ask us if it was "a hypoblastic vesicle of protoplasm"!

An oyster produces from its painful problem the pearl of great price. Like the oyster we developed from one of our problems the "pearl of printing bonds."

We will not bore you with a discussion of the problem—but you certainly ought to be interested in KVP Bond.



KVP Bond is a printer's pearl of little price on which wonderful results are being produced with halftones. It is an inexpensive bond, beautiful in color and finish—just how well it prints up, we'll show you if you write for booklet.

Don't you be an oyster! Open up and write.

Kalamazoo Vegetable Parchment Company - Kalamazoo - Michigan

Makers of Vegetable Parchment, Waxed and Bond Papers



"Eagle A" consistent uniformity in Quality, Color, Finish and Weight is 'built into' each "Eagle A" Product.

"Eagle A" Experience, Resources, Facilities, Good Intent, and Integrity are reflected in the character of "Eagle A" Papers and in the prices which they command.

And back of each "Eagle A" Mark is the guarantee of the World's Largest Makers of Fine Writing Paper.

Could you ask for more in any paper at any price?

Confer with these Chicago distributors:

Blunden-Lyon & Co.
Bradner Smith & Co.
J. W. Butler Paper Co.
Chicago Paper Co.
Robert S. Leete Co.

E. E. Lloyd Paper Co.
W. D. Messinger & Co.
Moser Paper Co.
Paper Mills Co.
Shea Smith & Co.

AMERICAN·WRITING·PAPER·COMPANY
Makers of "EAGLE·A" Papers
Holyoke·Massachusetts

J. W. HASTIE, President
JOS. A. SINGLER, Vice-President
W. E. FAITHORN, Treasurer



C. L. WOODFIELD, Secretary
R. B. NELSON, Asst. Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

A Remarkable Monthly Meeting

The regular March meeting of the Franklin-Typothetae of Chicago was unusual for its unique program and its large attendance.

Vice-President, Jos. A. Singler, presided in the absence of President J. W. Hastie.

Preceding the dramatic part of the program, several items of business were transacted.

The following firms were elected to membership in the Association:

Clafin-Hill Ptg. Co.	M. Ph. Ginzburg,
Critchfield & Co.	The Jewish Record Co.
Geis Printing Co.	Schulkins & Co.
J. M. Bundscho.	

Recalling to the minds of those present that two well-known members of the printing industry had recently died, Chairman Singler asked Mr. Rubovits to read the resolution which his committee had prepared on Mr. Regan, and Mr. Keefe to read the resolution which his committee had prepared on Mr. Harmegnies. The following resolutions were read:

"WHEREAS, James A. Regan, founder of the Regan Printing Company, came to the end of his earthly life on January 25, 1919, and

WHEREAS, The departed was for many years a striking character in the printing industry of Chicago, and employer well beloved by his workmen, a friend highly prized by his associates, a typographer possessing an almost inexhaustible knowledge of his art, one of the first printers of Chicago to develop rotary work in job offices, and by his employment of a night shift, one of the earliest exponents among printers of the Slogan, "We never sleep," therefore, be it RESOLVED, That the Franklin-Typothetae of Chicago, through these resolutions expresses its sympathy and condolence to the family and business associates of the departed, and be it further

RESOLVED, That a copy of these resolu-

tions be spread upon the minutes of the Association and that a copy be furnished to the family."

Signed,
TOBY RUBOVITS,
DANIEL BOYLE,
F. A. POOLE.

"WHEREAS, Herman F. Harmegnies, answering Nature's irrevocable call to which all that live must sooner or later respond, departed this life on March 5, 1919, and WHEREAS, The departed, as the senior member of the firm of Harmegnies & Howell was a highly respected member of this Association and well known for many qualities of sterling manhood, Therefore be it RESOLVED, That the Franklin-Typothetae of Chicago through these resolutions expresses its sorrow at the death of this member and extends its sympathy and condolence to the members of his family and to the business associates of the departed and be it further RESOLVED, That a copy of these resolutions be spread upon the minutes of the Association and that a copy be furnished to the family."

Signed,
JOHN KEEFE,
E. J. McCARTHY,
HARRY BARRY.

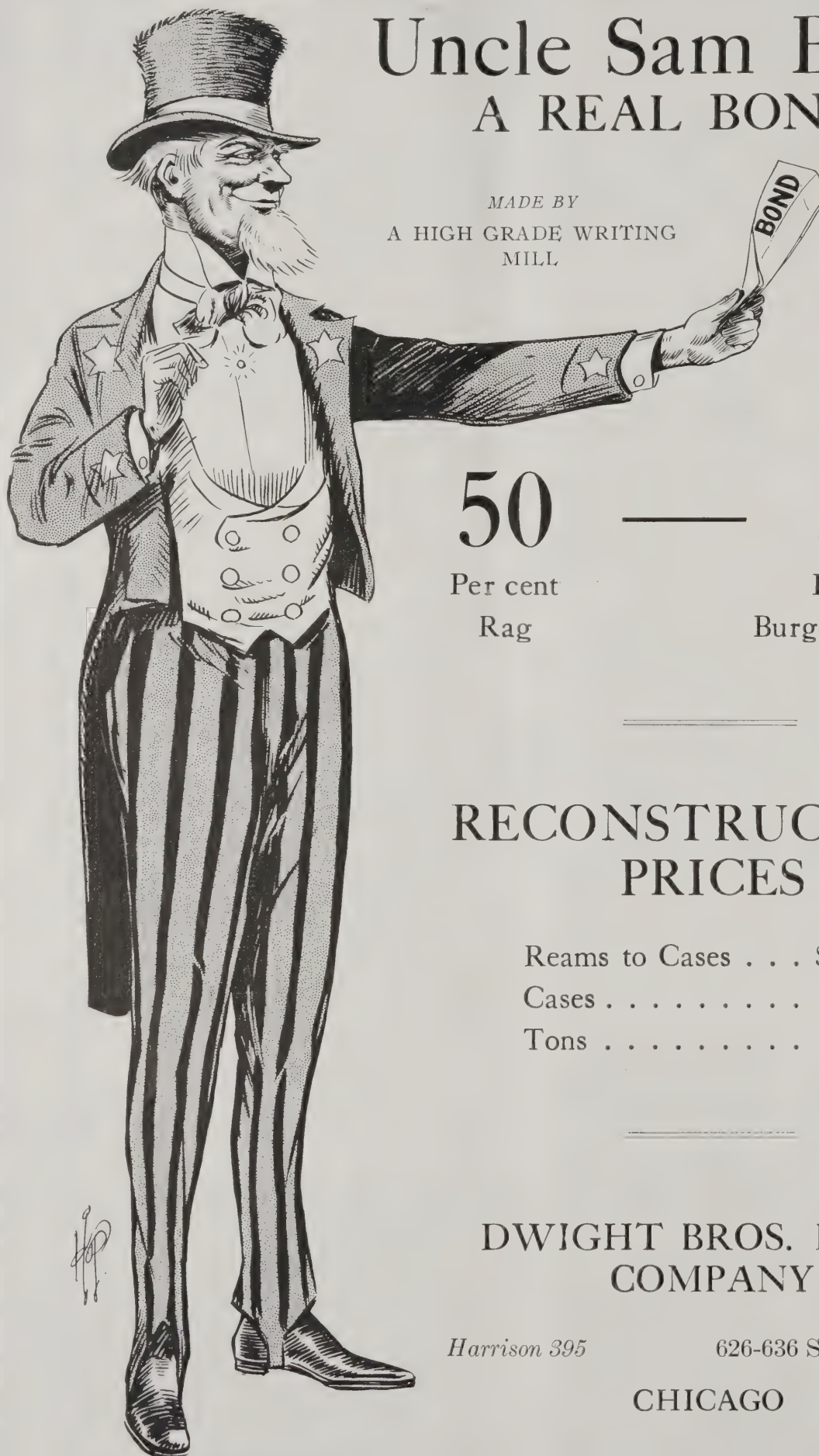
Mr. E. E. Laxman, Chairman of the Membership Committee, submitted the following report:

"The membership Committee with its weekly meetings for February and March, counts of particular interest those sessions where chairmen of the Cost, Educational and Entertainment Committees have been present. These were held with a view to correlating some of the work and activities of the organization, and it's pleasing indeed to report definite results from these conferences.

Uncle Sam Bond

A REAL BOND

MADE BY
A HIGH GRADE WRITING
MILL



50

Per cent
Rag

—

50

Per cent
Burgess Sulphite

RECONSTRUCTION PRICES

Reams to Cases . . . \$0.18

Cases16½

Tons16

DWIGHT BROS. PAPER
COMPANY

Harrison 395

626-636 S. Clark Street

CHICAGO

The work of Mr. Randolph is to be commended, who with general co-operation is bringing about encouraging results. In the period of six weeks ending today, he has called upon 93 members, and 130 non-members.**** He has secured 23 memberships, contracted for 5 cost and accounting systems, and collected \$219.00 in delinquent dues.

Mr. Randolph during his brief connection with us has netted our organization so far an increase of \$1153.00 in our annual income. This result dates from February 3, so naturally we have much to hope for from the balance of our current year.

Your committee, with the aid of the secretary and Mr. Randolph, is completing a Group Plan of organization which is designed to reach more effectively the varied and specialized interests of our industry. Its application to our association calls for no radical changes, rather an extension of some of our present methods, which affords a grouping of those members whose problems are of a similar nature.

Especial attention is being given outlying groups of printers, such as the Calumet Club, The Northwest Side, and there is now in formation a group of printers in a territory to be known as the Lower West Side, of which several have already been obtained as members.

The membership committee at this time wishes to recommend that other committees submit periodically a report of their activities, because most assuredly we are all, as members of the Franklin-Typothetae of Chicago, interested in learning of our progress as achieved through committee work from month to month."

The remainder of the evening was devoted to the play, "The Sick Print Shop." True to life, it was written and acted by members of the Association.

The following is the cast of characters:

Tom Peabody.....	Thomas S. Quin
Jim Wetmore.....	Marion S. Burnett
X. Ray.....	F. W. Randolph
Dr. Mendahl Leaks.....	R. B. Nelson
A. Klose Byer.....	E. J. McCarthy
D. Lux Kustomer.....	Jas. H. Rook

Since the synopsis of this play is given on another page, no more need be said about it in this space except that each actor played his part unusually well. The occasional reference to local conditions and local firms provoked much merriment. All who were heard to express themselves said they had had a most enjoyable as well as an interesting evening.

The work of the Printing Trades Credit Association for March shows results for the following members:

High Grade Printers' Rollers

Chicago Rollers

*are right—they never fail—and
we will prove it*

Carefully and scientifically made, *Chicago Rollers* will give steady, satisfactory *Service* on short or long runs and under all climatic and printing conditions.

Tell us your problems—your troubles. You will like the way we do business.

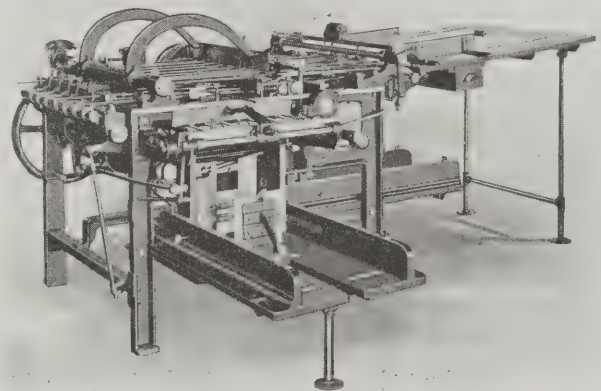
**"The Largest and Best Equipped
Roller-Making Plants in the World."**

Write:

Chicago Roller Co.

554-600 W. Harrison St., Chicago, Ill.

1287-1297 E. Sixth St., Cleveland, O.



Anderson High Speed Folding Machines

will accomplish the same thing as if you put on additional help in your bindery without pay.

It is nothing unusual for a girl to fold 40,000 catalog sections, booklets or circulars in 8 hours on the Anderson High Speed Job Folder No. 110.

Send for circular which describes the machine in detail.

C. F. ANDERSON & CO.

710-716 South Clark Street

CHICAGO

Collected without Suit.....	\$626.44
Collected with Suit:	
Barnard & Miller.....	\$183.32
Magill-Weinsheimer.....	425.00
Parker & Storfer.....	5.00
Gus G. Martin.....	16.00
W. J. Carveth—Bill, The Printer...	24.00
Kendig & Hitchings.....	42.50
Printing Trades Credit Ass'n.....	100.00
Polish National Publishing Co.....	15.00
	\$810.82
Judgments Secured:	
Barnard & Miller vs. Meyer J. Stein.	\$ 33.15
Barnard & Miller vs. Edward Drobnis	111.40
Barnard & Miller vs. Henry McAlevy	18.80
	\$163.35

"A Sick Print Shop"

A Comedy-drama presented at the March meeting of the Franklin-Typothetae of Chicago.

Peabody & Wetmore were two practical men. They knew that their rent was cheap, their overhead low. They were confident that they could do printing at lower prices than "those big expensive plants," and that they didn't need a cost system to tell them so.

Advertising? Barnum & Bailey in their palmiest days of euphonius superlatives never excelled the catchy literature of this firm. Their slogans "Good Work Done Fast," "Give Us Your Menus and Laundry Lists," "We Seldom Sleep—Well," and "Our Motto—Promptness. Let the Other Fellow Wait" had made them widely known and sought after. After is right!

They were clever in selling, too. When A. Klose Byer let slip that he had a quotation from Boyle, of Hartman's, they showed great keenness in assuring Byer he could tell them Boyle's price, because Boyle was a good friend of theirs. On learning Boyle's figure, they gave quick evidence of their friendship by cutting the price ten dollars before finding out how many copies of the job were needed. And he didn't get away without giving them the work, either.

Their service was excellent. If a customer inquired about delayed delivery on a job which had not yet reached the bindery, he was met with the ready response that the boy was on his way over with it "now."

Purchasing? Clever! When they got a job which included a lot of machine composition, they never failed to return some metal to Walden to help pay for the composition.

And they watched their credits! On a doubtful account they always insisted on a deposit with the first partial delivery while they held the finished work in their stock room. Even if the job was

finished, they weren't going to get stung by delivering it all! Not they!

But, somehow, they weren't quite satisfied. As Peabody said, everything in the place was going up except their profits, and they were going down. They felt they needed an outsider's viewpoint—maybe some advice. So they got X. Ray to analyze their business.

X. Ray insisted on being told a lot of confidential and private information which Peabody had never given anyone—not even Dun's or Bradstreet's. Wetmore figured, however, that no specialist could diagnose a case if the patient kept his symptoms secret. So they came clean with X. Ray and gave him the dope.

He asked a lot of pointed questions. What had they been charging off for interest? "Why, they didn't have any interest except on notes at the bank and installment payments on machinery!" Depreciation? Well, they didn't consider that. When a machine wore out they just,—replaced it. Bad debts? Peabody said they didn't have any but Wetmore knew there were a lot of accounts that ought to be paid. Spoiled work? Oh, no, Wetmore was the plant superintendent himself; still, Peabody knew that some of the profits were going out the alley, but he didn't know how much.

Well, anyway, X. Ray proved to them that they were kidding themselves and that their business, from a manufacturing point of view, was actually losing some money, and that they might as well be working for someone else. Of course they wanted to be their own bosses anyway, but Wetmore philosophized that when the Franklin union, the bindery girls, the Knights of Pythias and their mothers-in-law got through with them, there was no bossing left to be done.

When the diagnosis was finished and X. Ray recommended Dr. Mendahl Leaks and a treatment of Standard Cost Finding, they were too weak to resist, even though they knew it was going to be as complicated as Sanscrit and that it would take a Philadelphia lawyer twenty-six hours a day to keep it up. But printers are used to taking bitter doses, they opined.

Dr. Leaks buzzed around several times during the next few weeks. To their surprise, he didn't upset the entire organization (?) of their plant and it only took the clerk a couple of hours daily to do the cost work. At the end of a month, the doctor's first 9-H Form disclosed many things which simply couldn't be true—but were. It seemed idiotic, but their composition hour cost was \$2.67, though they had been selling it at twice the cost of the labor—\$1.50. He told them about a maze of figures and inefficiencies. He showed them that they were doing a lot of jobs for which they were not equipped. Wetmore weakly protested that if they let Regan get the poster jobs, they wouldn't get the theatre programs and dance tickets. Leaks showed them

tickets on 47 jobs during the month that lost money. One of them, a job for A. Klose Byer, cost them \$125.00 in loss. Did they remember that job? They'd never forget it, they chorused.

Strange to believe, after a couple of months of treatment, they reduced their hour costs, increased their production and improved its quality. They learned that D. Lux Kustomer and many others appreciated quality and were willing to pay a fair profit above cost for it. They discovered that it was really a good thing to find out credit conditions before the job went to the composing room rather than wait in suspense until they sent out the bill. This latter knowledge came as a shock when they learned that A. Klose Byer had been a widely known dead-beat for years.

And as they learned they earned. Wetmore discarded his Herculean corncob for pure Havanas. Peabody put on a front that for noise had the combined flashes of the late "Diamond Jim" Brady and Beau Brummel silenced to a whisper. They arrived at a frame of mind where they admitted that even trade rulers and composition men were human and working on a sound basis.

They netted eight hundred dollars in one month, acquired the golf habit and learned that it was possible to be a printer and still be light-hearted.

Chicago Trade Press Meets

At the dinner meeting of the Chicago Trade Press Association, held Friday evening April 4th at the City Club those present heard three very able and interesting speakers.

Mr. Wm. B. Castinholz of the accounting firm of Mitchell, Castinholz & Co., Mr. F. B. Cozzens, president of Kenfield Leach Co., and Mr. R. B. Nelson, Ass't Secy. of the Franklin Typothetae of Chicago.

Mr. Castinholz is a member of the American Institute of Accounts, Illinois Society of C. P. A., head of School of Commerce, La Salle Extension University, former comptroller of University of Illinois and one of the foremost authorities on the subject he chose for his address—Publishers' accounts and how same should be arranged to best advantage regarding the figuring of Federal Taxes.

Mr. Cozzens who has had years of printing experience and has made the Kenfield-Leach Co. the large printing plant that it is, spoke on printing and their costs as applied to printing of publications. In accordance with his invitation, Mr. Cozzens was asked many pertinent questions, which he answered very ably and showed very conclusively that the printers were playing fair with the publishers, at least this was the consensus of opinion expressed by several publishers following his talk.

Mr. Nelson, as usual, gave a very comprehensive, interesting and beneficial talk on the standard cost finding system as recommended by the United



Her Double Loan

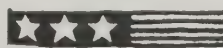
To her country she lent her boy—that
Peace might be born and safety made certain.

To her country she lent her money—that Victory
might be complete and that the work her son
commenced should be well finished.

Hers was a *double* loan—but the second brought back the
first!

To bring them back—and make the peace secure—buy to
your absolute limit in the Victory Liberty Loan.

Victory Liberty Loan Committee


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Buy from the only
Chicago manufacturers of

PRINTING INKS

Who advertise in the Ben Franklin Monthly

Typothetae and the Franklin Typothetae of Chicago. He also caused to be distributed printed forms that are used in connection with this system, which are simple as possible and may be readily followed.

In the opinion of the writer, it was a very profitable evening which could easily be seen was the view of all those present.

Printer Supplymen's Club

New Applications to membership received

At the April Dinner meeting of the Printers Supplymen's Club of Chicago, held April 4th, several applications for membership to the club were received from

E. C. Babbidge—(Salesman),

Miller Saw Trimmer Co.

Louis J. Larson—(Manager),

Jno. Thompson Press Co.

Frank Krentz—(Salesman),

Intertype Corporation.

while will lay over for 30 days.

Mr. Phil A. Howard, publisher of Ben Franklin Monthly was elected to membership, his application having been presented at the March meeting.

The musical program consisted of two able young ladies who rendered several vocal selections, this of course in addition to music by the members.

"Tom" H. Willis, one of our first members to enlist and go to France with the 13th Engineers (Ry.) and recently returned, spoke at some length relating his experiences and impressions in his well known humorous style.

A guest, Lieut., E. W. Houchin, spoke briefly in telling how he was wounded at Chateau Thierry he says there is no feeling of being hurt (pain), when one is wounded.

The Lieut. was an estimator at Rogers & Co. before enlisting. Another guest was Mr. C. I. Larsson of A. B. Gumaelius & Komp, Stockholm, Sweden.

Mr. Larsson is a Printers' Supply salesman—his firm specializing in American Printing and Binding Machinery—He gave some most interesting and humorous accounts of the tricks of a German company who tried to introduce an imitation of the "Meihle" also most glowingly of the opportunities for American-built machinery in his country, now that the war is over.

The testimony given by both members and guests as to the prosperity in our lines, was not only interesting but convincing.

Membership in the club is growing to the satisfaction of all. If you are a supplyman ask to have your name enrolled.

At the time of adjournment it was evident to all that the meeting was well worth while.

The Henneberry Company, Chicago, has changed its name to the Cuneo-Henneberry Company.

Frank F. Novy
New Chicago Branch Manager of The
Challenge Machinery Co.

Frank F. Novy, well known to printers and supply men, especially in the Chicago territory and throughout the west, has been appointed Manager of The Challenge Machinery Company's Chicago Branch at 124 S. Wells St.

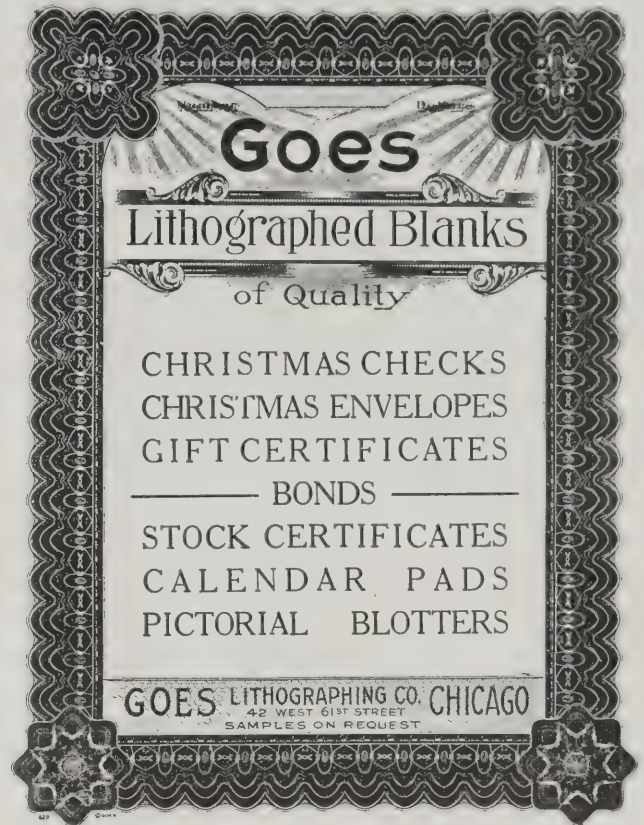
Mr. Novy has had a most comprehensive and thorough experience in the printing and supply house business. Starting back in the latter part of the nineties, he had held important positions with such nationally known firms as American Type Founders Co., Keystone Type Foundry's Chicago Branch, Champlin Type and Machinery Co. and Western Type Foundry. After seven years with



FRANK F. NOVY
 Manager Chicago Branch, The Challenge Machinery Co.

the Keystone Type Foundry, at Chicago, upon their consolidation with the American Type Founders Co., January, 1918, he went with the Miller Saw Trimmer Co.

Mr. Novy's hosts of friends in the printing game will congratulate him upon his connections with The Challenge Machinery Co., the well known Printing Machinery Manufacturers.



We have complete stock of
HOWARD BOND

See adv. on page 7

Nationally advertised
 and universally used

Parker, Thomas & Tucker
Paper Co.

"Profit-Producing Printing Papers"

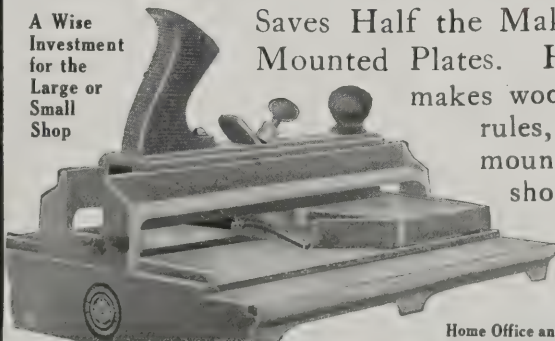
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The HOERNER COMBINATION SHUTE-BOARD
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A Wise
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 for the
 Large or
 Small
 Shop



Saves Half the Make-Ready Time on All Forms Containing Wood Mounted Plates. Has both a Knife and File Plane and not only makes wood-mounted plates type high but squares cuts, miters rules, trims leads and slugs, borders, etc. All wood mounted plates sent to pressroom or electrotpe foundry should be made perfectly square and type high—it pays.

ASK FOR FULL INFORMATION AND PRICE—NOW

The Challenge Machinery Co.

Home Office and Factory, GRAND HAVEN, MICH.

CHICAGO, 124 S. Wells St.

Printers and Lithographers Who Are Looking for

Coated Book and Coated Lithograph Papers

that combine the two essential elements of

QUALITY AND UNIFORMITY

should bear in mind that *Watervliet Papers* are made in a mill equipped in every particular to insure the manufacture of a coated sheet fitted to meet the most exacting requirements of *each* individual order.

Our papers are sold through the jobbing trade. Sample sheets and the nearest jobber handling our papers will be gladly furnished you.

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Watervliet, Mich.

Cylinder Presses NOW

We can NOW supply you Babcock, One- and Two- Revolution Presses—Optimus, Regular, Standard and Reliance styles. War monopolizes no longer the factories. These machines have no comparable competitors. Every machine and every size is the perfection of mechanism; all have the latest, finest touch of labor-saving and time-saving invention. Speed, durability, quality of printing. Those are the essentials in printing and the Babcocks have all of them. Type and all other accessories of good printing we always have on hand

Barnhart Brothers & Spindler
Makers of the Types that Talk
715-721 South Dearborn Street - CHICAGO

C. H. L'HOMMEDIU, Manager

Telephone Harrison 1721

Set in Advertisers Gothic 18 Point Border No 1874

Continues Its Phenomenal Growth

The Standard Typesetting Company has just added two more monotype casters and another keyboard, also new matrices, moulds, etc., bringing the total amount of additional equipment on this deal to a cost of \$10,000. And it isn't to stop there. Still further additions are in prospect. The linotypes also are reinforced from time to time with supplies as the work calls for them. The remarkable growth of this plant is ample testimony of the ability of President Wombacher and Secretary Whitmire. The officers and executives of the company have proved they have a winning combination and possess a good organization in the way of expert machine operators and makeups, who have at their command a wide assortment of faces and everything else that makes for efficiency. This is the reason why their business has quadrupled in three years and why they have had to double their floor space during the past year. It also accounts for their breaking the plant's record so frequently, March showing the highest of all. The Trade has placed its stamp of emphatic approval on the methods of the company. By the way, ad setting is now a specialty of this house and the steady increase of this work here shows it is a line that takes when it is done right.

Printing Company Robbed of \$3,500

The Ackerman-Quigley Printing Company, of 729 West Van Buren Street, parted with \$3,500 of their weekly pay roll on April 2nd, and are trying to be comforted by having saved \$1,500 which the bandits overlooked.

Miss Maxine Finley, the cashier, had just returned from the bank at noon and immediately began to count and distribute the cash in the employees' envelopes; she had a fair start, when the robbers burst in. All five of them displayed revolvers. The leader, who wore goggles and evidently had driven the car in which the crew arrived, shouted:

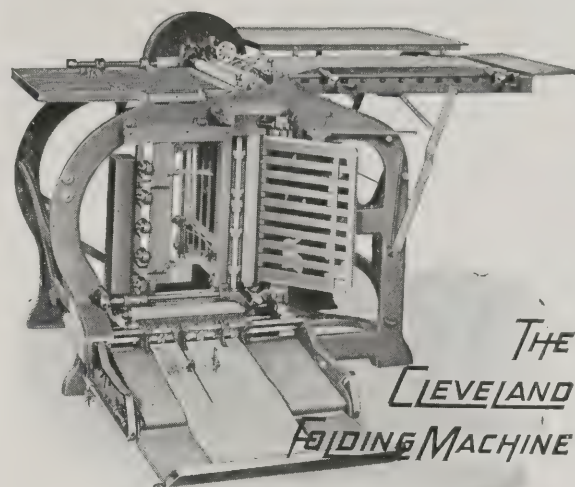
"Throw up your hands and sit still; if you make a noise we'll shoot."

They looked as tho they meant it, so naturally everyone held up his hands; and the robber entered, grabbed all visible cash, and with his companions backed out and drove away. The police are looking for them.

Eastern Business for Chicago

S. T. Jacobs, President of Central Typesetting Co., has been called to New York to figure on some large catalogue composition.

When interviewed, he finally admitted that the foregoing was his reason for going to New York and made the statement that considerable business was coming west. He expects to be very busy while away but said, however, that there was nothing more for publication.



The CLEVELAND FOLDING MACHINE

will fold any form that any other machine or combination of machines will fold—and usually will do it better and cheaper—AND IN ADDITION the CLEVELAND will fold 150 different forms that cannot be folded on any machine or combination of machines.

Either of the 191 different forms for which the CLEVELAND is adapted can be made most accurately and economically—with minimum supervision and the least spoilage. The CLEVELAND is most versatile and adaptable, and different from any other folding machine—there are no tapes, knives, cams, chains or sprockets to cause delay and spoilage, and the speed is limited only by the operator.

*You MUST have a Cleveland
for maximum bindery efficiency.*

The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY: CLEVELAND

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The Bourse, Philadelphia

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532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

ONYX BLANKS

22x28

**White, Coated One
Side and Two Sides**

4, 5, 6, 8 Ply

¶ Cost little more than the cheaper grades, but are so much better that the results obtained will more than please you.

¶ Excellent for printing halftones in one or more colors.

**BRADNER
SMITH & CO.**
Paper for Every Purpose
C H I C A G O

Have you received our Catalog
No. 65 and February Bargain List?

Why Fool Yourself About Costs

BARNUM MADE BIG MONEY BY
FOOLING THE PEOPLE, BUT YOU
CANNOT MAKE ANY MONEY BY
FOOLING YOURSELF ABOUT
MONOTYPE COST AND SAVINGS

The Monotype has revolutionized composing-room methods and it will only be a short time before the Non-Distribution System will be in general use.

Because of its versatility the Monotype is able to supply all the type and material needed by the hand composing-room, thus eliminating the big cost of depreciation on type bought outside.

This type and material is made so economically that it does not pay to distribute it, and it is therefore recast after one use. This eliminates the high cost of distribution.

In making this material the Monotype caster increases the number of its productive hours and becomes practically 100 per cent busy. This cuts down the cost per hour of Monotype-composition to the minimum.

These are facts, but they are not as well known as they should be because printers have not kept pace in their cost finding with the progress of the Monotype; for this reason the published reports of hour costs still represent a mixture of distribution and non-distribution plants, which is not only misleading but very apt to cause the printer to lose business by making wrong prices.

When the Caster costs are correctly kept there is found a considerable number of hours that have been used in making type and material for the hand room. This is then charged to the hand room at the caster department hour cost and CREDITED to the Caster Department. The result is that the actual Monotype composition cost is a surprise—it is found to be so much lower than appeared from the mixed statements formerly given.

The Caster time charged to the hand room is not an additional burden, but as stated above, replaces the fixed charges on the discarded type equipment and the purchases of sorts and renewals. This alone would be a saving, but it is not all. The abundance of material and the absence of all distribution and picking make every hour of every compositor a productive hour, and so reduce the hour cost for hand composition.

These Savings Are Real

The reason they are not known to all printers is that numbers of Monotype users have never troubled themselves to discuss their cost figures, and have failed to give the caster credit for its work in type and material making.

Lanston Monotype Machine Co.
PHILADELPHIA

NEW YORK
CHICAGO

BOSTON
TORONTO

Monotype Company of California
SAN FRANCISCO



KING PAPER COMPANY

The Home of Dependable Papers

KALAMAZOO, MICHIGAN

Our Leading Specialties

King Victory Dull Coated

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Handled by Paper Merchants Everywhere

*We are always glad to send sheets of any of our papers
for dummies or trial purposes*

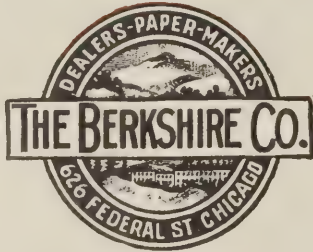
TWO DESIRABLE PAPERS

Belfast Linen Bond

White and Eight Colors
For Business Stationery

Hoosac Linen Ledger

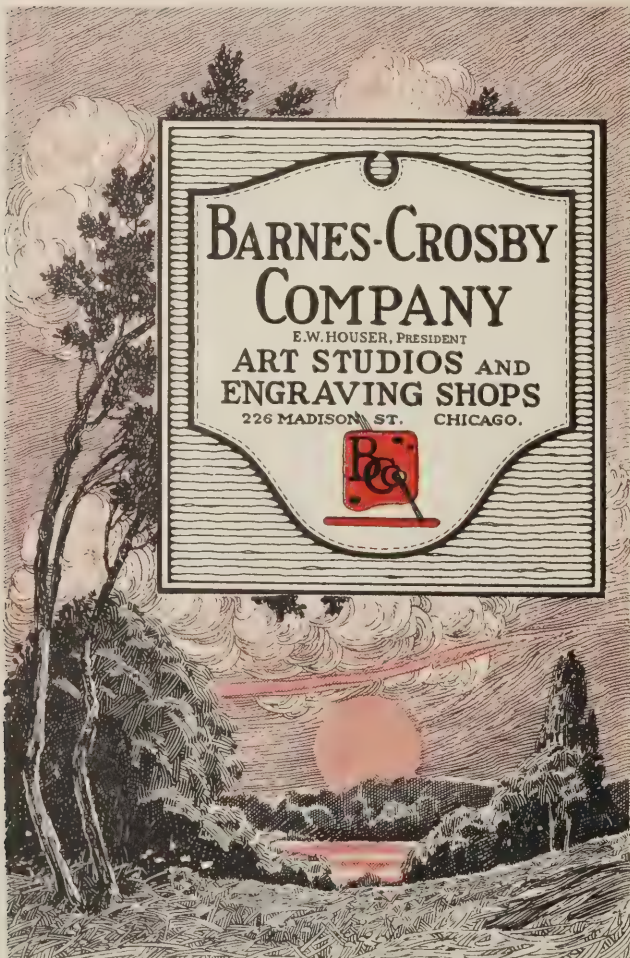
White, Buff and Blue
For Blank Books and Permanent Records

STRICTLY HIGH GRADE

TELEPHONE HARRISON 2691



This striking picture
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from the main Printing Division

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COMPANY

E.W. HOUSER, PRESIDENT

ART STUDIOS AND
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Company
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ows clearly the
strict of Chicago



Photo by International Film Service, Inc.

ne Largest Trade Plant
Chicago offers you in
COMPOSITION
and MAKEUP
e Service and Quality
u've been looking for

Some Facts, Reasons —and Proof

The No. 1 Monitor Wire-Stitcher is

DURABLE

TROUBLE-PROOF

EASILY ADJUSTED

PRACTICAL FOR LIGHT AND HEAVY WORK

THE BIGGEST MONEY-MAKER OF

ANY STITCHER IN A PLANT

BECAUSE it is of heavy, well-balanced construction. The adjustments are in plain view and graduated to correspond exactly. The support for the staple is such that heavy work does not require proportionately heavy wire, while the machine may be operated as well with No. 30 wire as one of much lighter capacity. It has a capacity from 2 sheets to $\frac{7}{8}$ inch.

Being adjustable for such a wide range of work it can be operated when other machines of limited capacity are idle.

THE PROOF is in your own plant, under your own conditions, and with your own operator. Order a machine for 30 days' trial.

Latham Machinery Co.

Chicago New York Boston

Fourteen of Chicago's best-known trade Linotypers use

LINO-TABLER

equipment, as follows:

Albert R. Buckingham

Chicago Typesetting Company

Hildmann Printing Company

Kilgore Linotyping Company

M. & L. Typesetting Company

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Morey Linotyping Company

Frederick S. Morris

Perfection Linotyping Company

Peterson Linotyping Company

Quality Typo Company

Standard Typesetting Company

F. J. Stevens & Company

Superior Typesetting Company

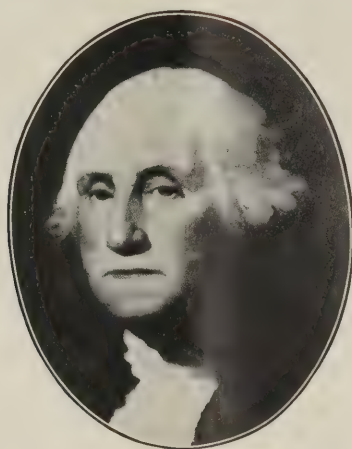
THE LINO-TABLER SYSTEM

would help to make other linotypers better known

Chicago Lino-Tabler Company

Transportation Building

Wm. C. Hollister, President and General Manager



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A NATIONAL LEADER

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BY THE FOLLOWING PAPER MERCHANTS

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New York, N. Y.—Merriam Paper Co.
Ogden, Utah.—Scoville Paper Co.

Oklahoma City, Okla.—Western Newspaper Union.
Omaha, Neb.—Western Paper Co.
Pittsburgh, Pa.—Western Pennsylvania Paper Co.
Rochester, N. Y.—R. M. Myers & Co.
Salt Lake City, Utah.—Western Newspaper Union.
Sioux City, Iowa.—Western Newspaper Union.
St. Louis, Mo.—Cree-Obear Paper Co.
Tacoma, Wash.—Standard Paper Co.
Wichita, Kans.—Western Newspaper Union.

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LEE PAPER COMPANY

VICKSBURG, MICHIGAN

A Rag and 18,000 Window Panes

A story brim full of human interest. The subject like a chrysalis emerges from its low estate, a rag, to a high estate, an article of universal service.

BY AL PHILARD

The writer has kept in mind throughout this article that his readers are busy men and has eliminated as far as possible all details not essential to the proper interpretation of his theme.

AN old clothes man, seated upon a dilapidated wagon, passes through the side streets of a large city, every now and then calling out "Rags o' lion," which interpreted means "Rags, old iron." Being hailed by a thrifty housewife he lifts out an empty bag and saunters in to bargain for some cast-off clothing, rags, etc. Presently he emerges and in his bag he has among sundry other articles little Willie's old blue linen blouse.

Now for reasons that will shortly explain themselves, the writer will impersonate this blue linen blouse with its elastic band, long worn out, and little pocket in which had been treasured many bits of nick-nacks by its wearer. The journey of this cast-off linen blouse makes one of the most interesting narratives the writer ever had the privilege of describing.

In Which I Journey to My Wonderful New Home With Its 18,000 Window Panes

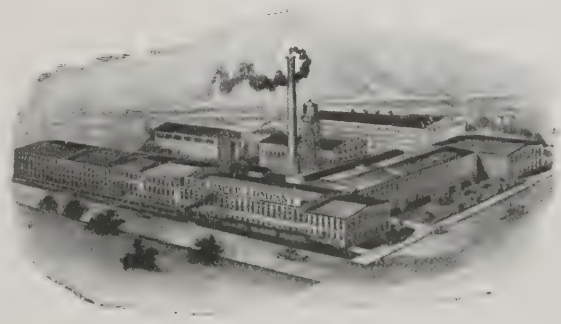
Upon being sold by my owner's mother I was thrust into a bag with many old companions and knocked and jumbled about until finally I found myself thrown out upon a floor piled with rags of every description. I soon found that we were all to be sorted out into grades of similar kinds of fabric. I, being superior in texture to a great many of my associates, discovered that I was to be treated with greater consideration than I had anticipated. There were piled up in the next few days thousands of rags of all kinds but we aristocrats seemed to have particular attention, although we were all tumbled in a big pile off to one side. New arrivals were introduced as "new clippings," having just arrived from the shirt factory. Then one day we were roughly gathered up and thrown into a box which I noticed was labeled "Baler." Suddenly I felt a horrible pressure and all the little rags clung to me in terror, for a man at the side of the Baler was turning a crank that pressed us down in compact form which I understood was to get us ready for shipment to the next stage of our journey.

This came almost immediately and we were carried out of our dark corners to a big motor truck

which soon whizzed us away through busy streets to a large brick warehouse. Here we were transferred up by an elevator to lighter and more commodious quarters. Then our bonds were loosened and we all breathed more freely.

After we had all been carefully looked over and sorted out I had a chance as I lay on the table to get a view of my surroundings. Many electric lights brightened the scene and pipes lined the ceiling which I discovered formed a modern sprinkler system. Again we were collected and placed in a much larger Baler which was operated by electric power. We heard the whir of the machinery and a suffocating sensation came over me as we were pressed down tighter and tighter. Held together with iron bands our Baler was next placed on a scale, and a man labeled us "No. 1 Blues, 650 pounds." This meant that we were all No. 1 in texture, however not all blue in color. The store house was our next resting place, waiting beside many bales for our trip to the freight cars.

One day our bale together with many others similarly marked was put on a truck and run out into a freight car. When this was filled our journey began. After what seemed an interminable time the door of our car was pushed open and we got a breath of wonderful country air. Genial men now took us in charge and as we were wheeled down the platform I saw what to us seemed like a mammoth palace after our sordid surroundings in the city. Slowly we made our way by freight elevator up five floors to a long clean bright airy room. Thus it was that I found to my joy that I had reached my final destination and was in the wonderful home of WASHINGTON BOND. I little guessed what was to be the next epoch in my life.



The Home of Washington Bond

Engdahl Bindery

(Successors to Holmgren, Engdahl & Johnson)

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**"Books Bound by Us are
Bound to Satisfy"**

Modern Machinery Used late style

1. 10x15 C. & P. Press.
 2. 14½x22 C. & P. Press.
 3. 36 in. Seybold Power Cutter.
 4. Monitor and Rayfield-Dahly Power Punches.
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 6. 19x25 and 25x34 Hall Folders.
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 10. No. 6 ⅞ in. Morrison Stitcher.
 11. Model B Intertype, A. C. Motor.
 12. Model 1 Linotype, A. C. Motor.
 13. Seybold Duplex Trimmer.
- Complete line new and used machinery.
Outfits: New and Used.

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MACHINERY CO.
A.F. WANNER PROP.

714-16 South Dearborn Street
CHICAGO, ILL.

PHONE: Harrison { 6888
6889

SHOPS: 215-23 W. Congress St.

Chicago Printing Trade Notes

Mr. Julius Riemann of the firm of Schmalbach & Riemann has recently returned from a pleasure trip thru Southern California and returning by way of New Orleans. He was accompanied by Mrs. Riemann.

Judging from the enthusiasm shown, Mr. Riemann must have had a very enjoyable trip. He says that travel was very heavy all the way, and upon reaching New Orleans heard considerable talk about the new waterway. In spite of his fine trip, he says he is glad to get back and is much gratified to find that there is plenty of work in his shop.

In talking with J. S. Kurtz, president S-K-H Typesetting Co., we learn that their business has required the installation of additional equipment. Theirs has been a steady growth of business and it was necessary for them to increase their facilities to maintain their usual service to their customers.

The City Linotyping Company of Omaha has added another linotype machine and a monotype caster.

Marcellus Standiford of the Fort Dearborn Printing and Binding Company died April 5 at the West Suburban Hospital, after an operation. He was general manager of the Western Newspaper Union for twelve years and afterwards started the States Printing Company, which did a large business for a while, but failed. He leaves a widow and one married daughter. Burial was at Oakwoods.

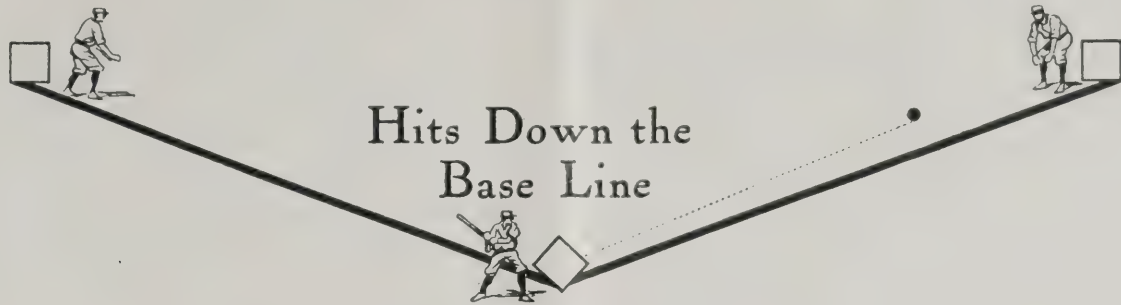
Two sons of President Hollister, of the Chicago Lino-Tabler Company, are still in the service, though he has tried to have them released, getting Senator Sherman to write a letter for that purpose, seemingly in vain. Mr. Hollister said, "One of them had a fine position waiting for him March 1 if he had been able to take it. Both of them volunteered soon after this country got into the war. Every soldier and sailor whose patriotism caused him to enlist instead of waiting to be drafted ought to have had the first opportunity to get back to civil life when the fighting was over. Joseph C. Hollister, who was married just after he enlisted, has made twenty-seven trips across, which ought to be his full share. Edward M. Hollister had the dangerous work of a sailor on a mine sweeper but is now at a naval aeroplane station."

The Darrow Printing Company has removed to 524 South Dearborn Street, near where this printing plant was located fifteen years ago.

The prices of printing machinery continue to advance, one instance showing nearly fifty per cent over the pre-war price.

A job plant of fair size has been started at Morgan Park by C. A. Collins. It includes a cylinder press. Mr. Collins was formerly at Chicago Heights and Harvey.

The Standard Printing Company is the name of a new commercial printing house at Chicago Heights.



*Come on, boys, get in the game.
Drive one home.
Address contributions to H. D. B. L.
No foul balls score.*

Sometimes

Editor H. D. B. L.—As a constant reader of “The Column” I should like to ask if the placing of “Hits Down the Base Line” on page 23 is appropriate? I feel that this is unmerited censure.

—First Baser.

Bill Collins of J. J. Collins Sons Printing Company became very impatient the other night while attending the World's Champion Pocket Billiard Match at Mussey's between Frank Taberski and Augie Kieckhefer, at the champion's tactics of playing safe when he had Augie beaten to a frazzle. Finally Collins couldn't stand it any longer and yelled “take him down in the alley Augie”. This seemed to scare the Champ. and he cut out the safe stuff and soon made Augie realize that being a champion at Billiards was sufficient.

Al. Davenport who was operated on recently is at home now. The doctors allow him daily walks, but digging in his garden is prohibited. We haven't heard that Doc. has restricted digging deep into his pockets.

Al. Lake of Slight Ink Company is back after attending the bowling tournament in Toledo where we understand he held his own on the alleys.

Uxtra, latest edition, Al. is again visiting, this time in Milwaukee.

W. H. Lincoln has embarked in business for himself and has opened his new commercial printing plant at 501 Plymouth Court.

Thomas Langtry, formerly with World Press Publishing Company is now with the Cahill-Igoe Printing Company.

Better stick to the simple life.

“LINOTYPE machinist operator; steady; reliable; don't drink; can start at once.”—Classified Ads.

Not much use in starting now, comrade.

Chicago Tribune—“Line O' Type.”

O. E. Meeker, of Cleveland Folding Machine Company, has taken up the duties of manager of the Chicago office, having been formerly located at the Boston office.

D. A. McDougal of Supulpa, Okla., a former newspaper man, was in New York recently transacting business. He put it that way and explained why he liked the expression.

Once he edited a weekly newspaper in Tennessee. A mountaineer named Lem Biggers entered the sanctum one day to say “Howdy.” As he turned to go he noticed McDougal had written:

“Lem Biggers transacted business in town this week.”

The mountaineer gazed soberly at the paper, then at the editor. “I hadn't intended to subscribe,” he drawled, “but I guess I'll have to. You write the best for your looks of any man I ever saw.”

—Fourth Estate.

Editor H. D. B. L.—Will you please inform us as to whether Marion S. Burnett, of Burnett & Weinberger Co., has gone after any more proof ink lately.

—Anxious.

James P. Roach, of James P. Roach Printing Ink Company, says that as soon as alterations are finished they will move into their new quarters at 720 South Clark Street, it is expected it will be around the first.

Gus Swanson, of the McWhorter Printing Company spends his leisure time caring for his new garden. Good Luck to you Gus. Please omit onions.

Harry Sheldon of the Goss Company, was in Chicago for a short visit enroute to the National Publishers Association Convention to be held in New York City, the week of April 21st.

Speaking of dishonest advertising, how about epitaphs? What becomes of all the mean husbands, cruel fathers and selfish brothers and sisters? None such is ever buried in a graveyard.

The Printers Machine Works, 130 South Clinton street, has rented an upper floor in the building where it is located, thus doubling their space. The repair business is so heavy that it became necessary to find room to manufacture their own machines in a separate place.

Our special news service brings in the report that D. H. Mallalieu, vice-president of Smith-McCarthy Typesetting Company was married on March 19th, to a most charming widow. As per usual with bridal parties they honeymooned beside the roaring, rushing waters of Niagara Falls where they were the despair of all the cabbies and fakers, who saw in them only the usual tourist, and could not understand why all offers to drive them around or to show them the Museums failed signally to make any appeal to this blushing pair, who sought the secluded nooks of the "Three Sisters Islands."

Why roam, Dave, has Goat Island gone over the Falls?

Certainly Not!

No Madeline, the initials F. O. B. alongside the price of a Detroit car do not mean "Full of Booze"—The Quieterion, Detroit.

Joseph A. Roach of Jos. A. Roach Printing Ink Company is back from a vacation.

The Trade Composition Association held its regular weekly meeting to arrange for reorganization. P. H. Mallalieu has been serving as temporary Secretary and E. J. McCarthy is President.

"Bill" Veeck, Vice-President and Secretary of the Champion Cubs started in life's grind as a printer's devil back in his home town in Booneville, Indiana.

"Pete" Kelly, well-known by all printers from coast to coast as Pete handled the Buffet car each year on the Printers' Special train to and from the conventions, has donated a beautiful silver trophy to the South Side Checker Club. Pete says he is through with baseball, and June 30th will be Pete's move as that will be his last day as proprietor of his "Thirst Emporium."

Roscoe Burch of Dowagiac paid Chicago a visit recently. Come again Roscoe.

Among the Michigan printers, who attended the convention in Chicago, which was called to boost the Victory Liberty Loan drive was Frank Wakeman and Bert Cole, of the True Northern Publishing Company, Paw Paw, Mich.

Lee McGee, the popular second sacker for the Cincinnati Reds, during the off season, keeps in condition by working at his trade as printer.

Harry Hillman, of the Clark-McElroy Publishing Company, has decided to buy a car, and is looking over all the rebuilt Fords and Saxons. Come around and take us out for a spin, Harry.

Oliver Coates, of Waterloo, Iowa, is now making his home in Chicago.

Bill Winger, of the Dunn Ink Works is trying hard to reduce his poundage by dancing or bowling each night.

Carl Roth, formerly with John F. Buckie & Son, is now with Sigmund, Ullman Ink Co.

A New Zealand Visitor

Stanley Sargent of Auckland, New Zealand, has been calling on the trade, since his arrival in America several months ago. Mr. Sargent states that he has been deeply impressed with American efficiency, and believes that commerce between America and New Zealand has been greatly stimulated within the last year. The American business man, Mr. Sargent says, is not only a very good business man, but a "jolly fine chap."

F. A. Barnard & Sons Printing Ink Company is moving to larger quarters in the Donahue Building, 711 South Dearborn street.

Pontiac Engraving Company of Chicago has changed its name to Pontiac Engraving & Electrotype Company.

The Western Printing Machinery Company, a new concern specializing in the handling of printing machinery and general printing supplies has taken the entire building at 1213 Pine street, St. Louis, Mo.—Joseph N. Meyer and E. F. Strattan are at the head of the new company.

Engdahl Bindery succeeds Holmgren, Engdahl & Johnson. Chas. Engdahl says altho 66 $\frac{2}{3}$ per cent of firm has gone, service remains 100 per cent efficient.

One of the best attended and most enjoyable meetings in the history of the Chicago Printing Crafts Association was the one held on March 18th, at the Brevoort Hotel.

The Board of Governors succeeded in securing as the chief speaker, Lieut. Wayland C. Brooks, "Devil Dog" of the U. S. Marines, 97th Company, 6th Regiment. Lieutenant Brooks was thru the thick of the fighting which turned the tide against the foe; he spoke in glowing terms of his "buddies" and it was thru his tributes to them that it was learned that he was with the American troops on the Verdun Front, and with the brave men who smashed their way thru Belleau Woods in the Chateau Thierry sector where for gallantry he received the American Distinguished Service Cross. The medal was pinned on his breast by General Pershing himself, and Lieut. Brooks was the first soldier from the ranks to be so honored by "Black Jack." In addition he was commissioned on the field without examination.

Lieutenant Brooks carries the wounds from high explosive shells, shrapnel and machine gun, all received in the fighting on the Soissons front. The evening was well spent and the organization is to be congratulated.

The Advocate Publishing Company, 3415 West Sixty-third street, decided to print their own paper and so put in a cylinder press.

The Oil Reporter Company, Chicago, was incorporated March 25, with \$2,500 capital, by Jay W. Lorenz, Roy M. Harmon and E. Wahlquist.

Sinclair and Valentine Company's New Sales Manager

An announcement of considerable interest in the trade is the appointment of John J. Carroll, for twelve years a member of the sales force of the Sinclair and Valentine Company, manufacturers of printing and lithographing inks, as sales manager. The sales department was formerly under the direction of Frank McD. Sinclair, who died recently.

Mr. Carroll was particularly well qualified for the position having been Mr. Sinclair's right hand man for some time. He has travelled over most of the territory covered by the company and is widely known and well liked in the trade.

Mr. Carroll started his business career in the '80s as a printer with the American Bank Note Company. He went into the pressroom in that plant and served his apprenticeship there as a pressman. For twelve years he worked in this company's press room and gained there valuable knowledge of inks which has served him well.

It was his long and worthy experience as a pressman that gave Mr. Carroll his start as a salesman of ink. Starting with the Sinclair and Valentine Company he spent enough time in the factory to learn the business thoroughly and in a short time he became a first class salesman, with a knowledge of the uses and abuses of ink, from practical experience.

His past experience predicts a long and valued service in the years to come.

Old-Time Printers Elect Officers

Prosper D. Fenn, president of the Metropolitan Syndicate Press, was elected chairman of the board of directors of the Old-Time Printers' Association at the annual meeting held at the Congress Hotel, April 13th. Other directors elected are William Sleepeck, Medill McCormick, William C. Hollister, John C. Harding and Thos. E. Sullivan.

Andrew B. Adair, general superintendent of the Chicago Daily News for the past thirty years, was elected president; Michael Colbert, of the Chicago Tribune, was elected vice-president; and William Mill, Secretary-Treasurer.

Mrs. Annie E. Buckie was elected to honorary membership, as were Col. Robert R. McCormick and Opie Read, the former being president and one of the editors of the Chicago Tribune, Mr. Read having retired as president of the Press Club of Chicago a few weeks ago.

Addresses were made by B. Frank Howard, editor of The Daily Trade Bulletin, Mark L. Crawford, and others. Mr. Howard was a compositor on the Chicago Journal in 1858.

The A. Flanagan Company, publishers, 521 S. Laflin street, recently installed a large Seybold power paper cutter.

- when a concern has quadrupled its business in three years*
- when it has doubled its floor space in one year, and stepped into first place in point of size, there must be a reason*
- and that reason is BETTER SERVICE*

SERVICE, to us, means something more than mere promptness. The kind of service we render can only come from an unusual plant backed by an unusual organization. There must be a wide assortment of type faces, expert machine men, hand compositors and makeup men of intelligence and judgment, a duplicate force for night work, foremen and managers who make *your* interests *their* interests.

These things we *do* have. It is through them that our business has grown.

There are many printers in Chicago putting up with less perfect and less economical service, either from their own shop or from other Compositors-to-the-trade, than the service we are giving. If *you* are one of these, we will both profit by getting acquainted. Just telephone Harrison 3570 and one of our salesmen will call on you.

Standard Typesetting Company

Linotype-Monotype-Handset Composition and Makeup

701-703 South La Salle Street, Chicago

Telephones: Harrison 3570-3571-3572

This advertisement is set in No. 118K and No. 157 Monotype faces

CINCINNATI

The Queen City of the Industrial West

L. C. HARVY, Representative

The printing business in Cincinnati for the month just passed has been of a nature that augurs well for the immediate future. While there is nothing that would indicate any record-breaking spurt, the representative printers of this city are sure that the next few months will see a steady increase in printing. The larger plants especially are optimistic, as the catalog business, which has been at a very low ebb for the past two years is again in the market. They look forward to a steady increase in this particular line with the stabilizing of prices for different commodities. There has also been a very noticeable increase in the use of small folders for advertising purposes. This is a very acceptable way to convey the printed word, and today when the cost of mailing is an item not to be wholly ignored, it also assumes an economical status. The shortage of skilled help, especially in the line of compositors, continues to be acute. This condition however is prevalent throughout the country, and the mustering out of the armies will in all probability remedy this situation. The clearing up of the railroads has removed a source of great worry for the printers; in the past eighteen months a shipment from the mill was a very uncertain quantity, but recently this situation has shown a decided improvement.

E. F. White, President of the Franklin Typothetae, addressed the meeting of the Cincinnati Association of Printing and Allied Salesmen at the close of a dinner at the Grand Hotel, Monday evening, April 7. Mr. White's subject was "Types and Faces," C. B. Dodd presided. Approximately 50 salesmen were in attendance. A drive for members

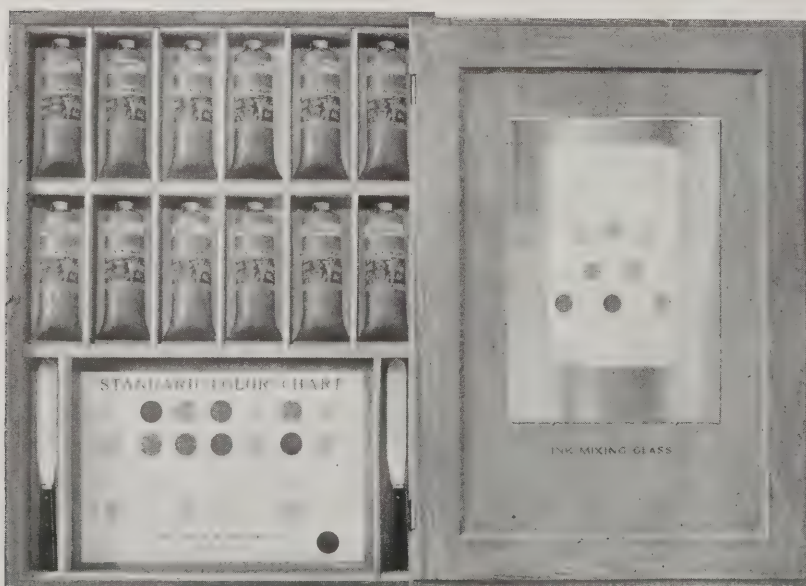
is on within the association, it was announced all salesmen connected with printing and allied trades being welcomed.

"The Evolution of My Printing Office" was the subject of an address before the Franklin Typothetae at the Chamber of Commerce, April 7, by A. J. Braunwart, who started as an apprentice 45 years ago and went into business for himself 31 years ago. He told of the benefits derived by printers from their various organizations in Cincinnati—The Typothetae, the Master Printers' Club, the Ben Franklin club and the present Franklin Typothetae. He said in early days printers took jobs on guess work, but now, as a result of education, use cost systems.

Chas. L. Estey, Service Director of the United Typothetae, of America, was the main speaker at the weekly luncheon of the Advertisers Club at the Cincinnati Chamber of Commerce, last week. Mr. Estey rendered quite an interesting talk on the printing business, and declared the printing trade the most important in the world. Without it, he said, other business would cease to exist. He also explained in detail the workings and purposes of the U. T. A., and spoke of work accomplished throughout the country in maintaining the standards of the printing business. Mr. Estey was also the speaker at a dinner given by the Cincinnati Association of Printing and Allied Salesmen, at the Hotel Gibson, last week. In this talk, Mr. Estey urged the closer cooperation between the printers and advertisers.

At a luncheon given by the Franklin Typothetae of Cincinnati Tuesday, March 25th, L. K. Oppenheimer said that the large retail stores owe their success to newspaper advertising. Mr. Oppenheimer pointed out that there were two kinds of advertising—one embracing newspaper and magazine advertising, and the other, the direct by mail kind. The latter he declared was within the province of the printer, but declared the printers did not receive the price they should for their product. During recent years, the speaker said, the printing business has been allowed to deteriorate. He urged the printers to endeavor to restore the business to its proper status during the reconstruction period.

The deadly "Flu" claimed another victim in the allied trades last week, when Lieutenant Stanley A. Kreis passed away at the home of his brother. Lieutenant Kreis was Secre-



The ink mixing cabinet and charts

tary and Treasurer of the Lammers Engraving Company in the Commercial Tribune Building. He was recently given his honorable discharge from the army, and on arriving home contracted the illness which resulted in his death.

Color Mixing Cabinet

On a recent visit to the main plant and offices of the Ault and Wiborg Company, Cincinnati, the writer had the pleasure of an interesting visit with Gilbert F. Oliver, their Publicity Manager.

Early in our conversation the subject of standardization of inks and colors was taken up and Mr. Oliver showed a fine wall cabinet. In this cabinet it would seem, the whole idea has been made practical and serviceable. We take pleasure in showing this on opposite page.

This cabinet contains twelve half-pound tubes of seven standard colors, mixing white, mixing black, tint base, Nos. 5 and 00 varnish, two ink knives, ink mixing glass and standard color chart with ink-mixing guide. On the reverse side of the color chart and ink-mixing guide are instructions on color harmony and ink mixing. All the inks contained in this cabinet are obtainable today, and it is very easy for a printer to mix up any ink he may desire, pull proof and submit to his customer. This ink can then be duplicated in larger quantities.

The standard color chart in the lower portion of the cabinet contains in the first row samples of yellow, red, blue, orange, green, violet and turquoise. The second row contains the seven standard shades made by adding a bit of black to the first row of colors, the result of which manipulation is to make brown of the orange, maroon of the red, navy blue the blue, etc. The third row shows the seven standard colors made into tints by mixing with white, the result being straw, azure, salmon, etc. The fourth row then shows what happens to the light tints when they are deepened with a touch of black; we have steel blue, sea green, blue gray, etc.

On the back of the color chart are printed a description of the colors on the chart, the trade name of the ink, and a list of color harmonies. Thus the printer is shown not only how to mix the colors but how to blend them. On the door of the cabinet under the mixing glass is a color chart and ink-mixing guide, showing how the three primaries—yellow, red and blue—can be formed into secondary and tertiary colors. As an instance, red and yellow are mixed and orange results; yellow and blue are combined and green results; red and blue are combined and violet results. In turn, the secondary colors are mixed and tertiary colors are obtained, thus by adding violet to green, olive is obtained; by adding violet to orange, russet results.

The Ault & Wiborg Company of Cincinnati has circulars showing the cabinet in colors that doubtless will be sent to our readers on request.

Take a tip from Iago!
By using

CURRENCY BOND

*You'll "put
money in thy
purse."*

—the paper that ends high
first-costs, turns customers'
complaints into compliments, and

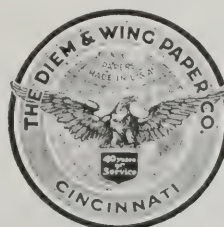
GOES everywhere—
without apology;
STAYS popular—without
fail.

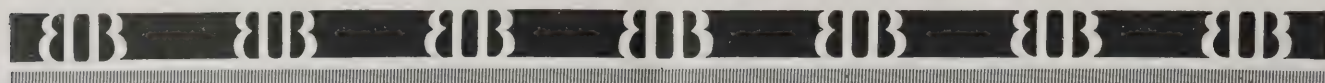
For ALL PURPOSES,
from Manager's desk to
shipping department.

SAFE as the Government.

The DIEM & WING PAPER CO.
CINCINNATI

Many colors and weights. Don't
make us "dare" you to ask for
samples. Yours await your address!





WHITAKER

ANNOUNCES

BASIC BOND

ON March first we ceased to be the agents for a mill-controlled line of Sulphite Bond. Our obligations to the trade required us to supply our own sheet in this class, a sheet made to our specifications by master paper makers, and embodying our own ideas of what a paper of this kind ought to be, to do, and to cost. We are proud to offer this sheet identified by our own water-mark

BASIC BOND

Basic Bond establishes a new standard of value for papers of this class, value recognizable by the eye, by the ear and by the sense of touch, and subject to demonstration by every mechanical and scientific test for substance, texture, uniformity and strength. Its printing qualities are superb.

Basic Bond is, and always will be maintained on a price basis that represents a reasonable manufacturing and distributing profit. Nothing more and nothing less.

Carried in stock in White, Pink, Blue, Green, Buff, Canary, Cafe and Golden Rod; all standard sizes and weights; envelopes to match.

THE WHITAKER PAPER COMPANY

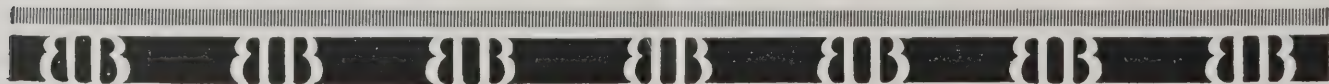
CINCINNATI, OHIO

BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.

DETROIT, MICH.
BIRMINGHAM, ALA.
DENVER, COL., (Peters Paper Co., Division)

ATLANTA, GA.
RICHMOND, VA.
NEW YORK, N.Y.

Branch Offices in all principal cities



Diem & Wing Company Expanding

The Diem & Wing Paper Company, Cincinnati, on entering its fortieth year of service in the paper trade are enlarging their already substantial list of branch offices by two important new ones. Early in April they will open a New Orleans house, with offices and warehouse at 423 Gravier Street. This will be in charge of Thos. L. Bradley, who has already established himself and the Diem & Wing papers in this metropolis of the South.

Their second new branch is already under way at Louisville, Ky., and H. C. Shanks is in charge. Mr. Shanks is well known in Louisville through his many years' connection with the big printing house of C. P. Dearing Printing Company, and brings to his new connection a wide experience in the printing trade and a thorough knowledge of their needs in all grades of paper.

Ample stocks of paper will be kept both at New Orleans and Louisville, and these two new houses should prove very advantageous to the Diem & Wing Paper Company. They have had a very successful year, and to their already strong lines of papers has now been added the complete line of Hammermill papers.

Fred McKenzie

New Intertype Iowa Representative

The many friends of Fred McKenzie will be glad to learn of his advancement on March 10, 1919, to the position of Iowa Representative of the Intertype Corporation, succeeding D. N. Mallory, who resigned to accept a position with the Challenge Machinery Company.

Mr. McKenzie started with the Middle Western Branch as inspector and erector in November, 1917, and his promotion to the sales force comes as a reward for his excellent service and his complete knowledge of all makes of line-casting machines.

Mr. McKenzie is a practical printer of the old school. During the "hand set" days Mac "toured the country" and worked in the composing rooms of leading dailies from coast to coast. When the first line-casting machines were placed on the market

(the old Baltimores), Mac grasped the opportunity to "learn the machine" and developed into one of the best operators in the country, as well as one of the fastest. This latter is remarkable from the fact that the index finger of his left hand is missing. This, in connection with his ability as an operator, earned for him among operators the sobriquet of "Three-Fingered McKenzie."



FRED McKENZIE

A few months ago, he was sent into one of the states controlled by the Middle Western Branch of the Intertype Corporation primarily as inspector and erector, but with instructions to report to the regular salesman in the territory when he had any spare time on his hands. By the latter he was given several "tough nuts" to work upon in an effort to sell them Intertypes. Mac, though a novice at the selling game, succeeded in getting the orders; thereby demonstrating that he really belonged on the selling force. Hence his promotion.

March was the best month in the history of the Intertype Corporation, sales of 122 machines being recorded.

Smiles and frowns are little things but they are powerful for good or evil.

The Indianapolis Star, one of the Schaefer papers, has purchased seven Model C Intertypes.

The Elrod Slug Casting Company, Omaha, has put on the market a machine to cast leads, slugs and metal rule. B. S. Elrod is president and manager of the company and Lee Herdman is secretary-treasurer. A strong demand for the machines is already reported.

Working night and day is the story of the Chas. H. Luck Envelope Company, which proves that the big Government contracts during the war simply held back a lot of their regular business and now they are able to attend to it.

THE BLUNDEN-LYON COMPANY

108 WEST
HARRISON
STREET

CHICAGO

PHONE
WABASH
7210

A big, comprehensive line of usable sizes, weights
and colors in Bonds and Ledgers
in stock at all times

BLYCO
PAPERS

USE

BLYCO BOND

BLYCO
PAPERS

Letter from J. V. Boyle in France to His Sister

Before entering the service Mr. Boyle was Chicago salesman for Sinclair and Valentine.

Dear Sister.

Your last letter was received. I was indeed pleased to hear from you. I have just returned from a six day stay with John and Dan, we sure had a grand time. I traveled seven hundred miles to get to them but the journey was very pleasant as I stopped off in Paris going and coming. Paris is a grand city and the girls are very fashionable and beautiful, however, I was not on a trip to look the fair sex over but I sure saw some dandies. The boys both look grand and are very well liked by the boys in the company. I cannot tell you how I look but when you get a picture of the three of us you can judge for yourself. Jim has been over here just a year. I sure have had an experience that many could not buy. I hit five of the most important fronts that the great war had seen and was right there until our artillery finally pulled the curtain on them and the big show was over. On our arrival on foreign soil our first stop was Liverpool, England, from there we crossed the English Channel and landed in La Havre, France, where we journeyed to Camp Coequadan, near Rennec, France, to learn the French cannon. When our instruction period was at an end we started to the first front, Chateau Thierry where we lost a number of men. Going a little ahead of my story. I happened to be lucky enough to be chosen to go with the French Army, buying horses which we accompanied to the different regiments in our division at Chateau Thierry. I joined our own regiment. Was appointed a motorcycle driver. After we had scared hell out of the Germans there we were so good that they keep us busy for five successive months. In that time I saw many things I hope to be able to tell you as soon as I see you. From there we next went to the Soissons Front lots of action there, then Verdun, Fort Fancan and the Argonne Forest where it was finished. I had a clear slate until we left the front in November then I had to get the flu. I was only in bed eight days but received the very best medical attention so am O. K. again. It is now twelve o'clock midnight. I am on guard in regimental headquarters, beautiful accommodations. I am writing by candle light. I expect the next guard in any moment then I can go to bed until four a. m. when I will be on the job for two more hours. Guard lasts 24 hours, 2 on and 4 off. Great stuff. I have seen France from one end to the other and I can talk very good French. I sure was surprised when I started to rattle the stuff off. Just now we are attached to the 88th Division (Drafted boys.) Our infantry is in Germany but we expect to rejoin them and possibly go home. I never got very far in the Army but I have traveled and had a good time. I sure have seen Fr. O'Connor



Sergt. Jno. H. Sergt. Dan Pvt. Jas. V.
THREE OF DAN BOYLE'S SONS

bury them fast, also console the cripples who were returning home in bad shape. Fr. O'Connor is divisional Chaplain and is now on the general staff. He sure is a great, good priest. Well Lill my eyes are about to close so I guess I will put this old stubb pen away and hit the hay. And real hay. Love and best wishes to all,

Lovingly, J.

George H. Shorney, president of Hope Publishing Company, died of pneumonia, March 23, at his home in Oak Park. He was born in Somerset, England, in 1864, and his mother is still living there at the age of 83. Coming to this country in 1884 he was employed in different lines before engaging in music publishing, but nearly twenty-five years ago he was one of the founders of the company of which he became the head, specializing in church music. Was a member of the Oak Park Country Club and Y. M. C. A. and a deacon in the First Baptist Church. Two sons are lieutenants in United States service, one an instructor in aeronautics overseas and the other in the navy. A widow and daughter also survive, besides two brothers and a sister in England, one brother in America and a sister in Australia.

Inventor of The Compositype Passes Away

John E. Hanrahan, pioneer founder and inventor of the Compositype is dead at the age of 59 years. Mr. Hanrahan started business as an errand boy in a type foundry, working his way thru all the mechanical branches of the industry and finally inventing the Compositype about sixteen years ago.

Mr. Hanrahan had previously made for Otto Mergenthaler, inventor of the Linotype the first type matrix ever used in the modern typesetting machine.



A Word About Our Trade-Mark

WHAT does the word TRADE-MARK mean?—Webster defines it as “A distinguishing mark affixed by a manufacturer or merchant to his goods.”

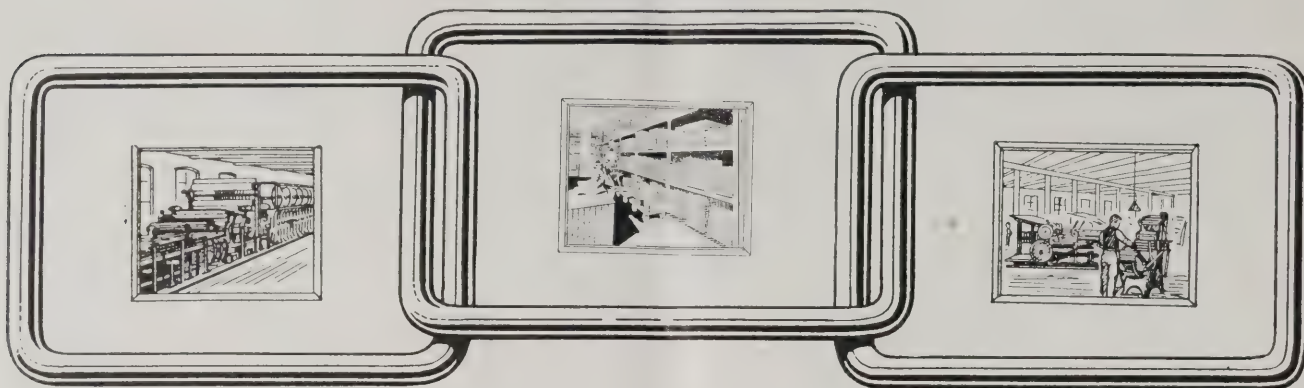
To us OUR TRADE-MARK means much more than that, for you will note it contains a “slogan” or indirect guarantee that says (in effect)—“The quality is there, and the price is right.” A rather broad statement to make when applied to a line as large as ours, nevertheless we have adopted this as our trade-mark, and intend to back it up to the limit. In future issues of this magazine we will bring to your attention some of the particular “Moser Papers” that we feel you should know more about, lines that we take pride in selling under the registered MOSER TRADE-MARK.

Moser Paper Company

Plymouth Court

Chicago

Paper Trade Notes



Three Important Links in the Life of a Sheet of Paper

James White Passes Away

James White, president, treasurer and founder of the James White Paper Company, 219 West Monroe Street, Chicago, died April 18th at the Presbyterian Hospital. This simple message comes to us as we go to press.

It is with profound sorrow that we announce the passing away of this dean of the Chicago paper trade. The coming of his death so quickly after that of Geo. W. Moser, intensifies the shock felt at the writing as well as the reading of this short tribute to his memory.

Mr. White just returned from a two months' stay in Florida, which trip had been taken with a view to building up his general condition. On the advice of his physician, after calling in several specialists for consultation, he underwent an operation at the Presbyterian Hospital and until the time of his death four days later, everything looked as if he would again be restored to good health. But complications set in and this, coupled with his age (he was in his sixty-sixth year), brought the end on Friday afternoon, April 18.

The funeral services were held at 2:00 p. m. on Monday, April 21st, at the church he loved and for which he did so much during his life, St. Peter's Episcopal Church. Burial was at Graceland Cemetery.

Every paper house and a great many of the leading printing establishments in Chicago were represented by members of their respective firms to do honor to his memory. The active pallbearers were:

W. C. Gillett	Frank Kearns
James Abell	Joseph Joyce
Forrest Hopkins	P. D. Swigart
P. A. Van Vlack	Chas. H. Coyle



JAMES WHITE

Mr. White was born at Banbridge, near Belfast, Ireland, sixty-six years ago and at the age of twenty-three years came to this country and in 1875 entered the paper jobbing house of Clarke, Friend, Fox and Company at 150 Clark Street, Chicago. When this firm sold out and retired from business he joined the sales staff of Bradner Smith and Company and traveled for them throughout the year 1882. In December of that year, after consultation with and advice from C. Mather Smith, he left them and became secretary of Geo. H. Taylor and Company. Unfortunately, the following year this firm, because of the sale of the paper mills they represented, closed out their business.

The Friend and Fox Paper Company of Lockland, Ohio, at that time opened an office and warehouse on Wabash Avenue, and Mr. White, with John E. Wright, took charge of the local business.

Later this branch was changed into a corporation, the Illinois Paper Company, and moved to 181 Monroe Street, the old Chicago Paper Company building. Here they continued business until 1896 when Mr. White sold his interests to Mr. Wright on July 1st. Then it was that with his brothers, Robert and Fred C., he began the business of James White and Company in the old Ft. Dearborn Bank building. In a few months they needed added space for stock, etc., and leased the third floor at

177-179 Monroe Street. Three years later they removed to larger quarters at 215-219 West Monroe Street, the following year taking on an additional floor and the basement. In 1906 the firm name was changed to James White Paper Company.

Mr. White's brother Robert died in April of 1904, after an operation, and the business has been successfully continued since by Mr. James White and his brother Fred C. and John F. White, his son, the two latter being respectively vice-president and secretary of the company.

Mr. White took a keen interest in his birthplace and has for some time made frequent trips to Banbridge, Ireland. He recently assisted in the plans for the erection of a memorial to the men of this village who lost their lives in the great war, and to show the esteem in which he was held, his church there will be equipped with bells dedicated to his father's memory.

Mr. White is survived by his widow and four sons, John F., secretary of the paper company; James Gordon, lieutenant in the Marine Corps; William, a student in the University of Illinois, formerly a second lieutenant in the Army Air Service; Robert, also a student, and a daughter, Alice.

He made his home for many years at 527 Oakdale Avenue.

Mr. White was held in the highest esteem by all his business associates, including both the printing and paper trade with which he has been so long identified.

You have all probably looked at and studied casually the electro across the top of this Paper Trade Section. This wasn't put there thoughtlessly just to fill up space. It holds a deeper meaning—one to our mind that is fundamentally sound. The paper manufacturer needs the paper merchant, the paper merchant needs the printer. During these days of readjustment in our business life the real spirit of co-operation is doubly needed. Conditions that affect one of the links is sure to affect each of the others. The paper merchant is absolutely essential to the efficient printer just as he in turn is necessary to the paper mill. The co-operation and pull together spirit is what is needed.

W. D. Messenger and Co., paper merchants of 180 W. Randolph street, Chicago, incorporated this month as Messenger Paper Company, capital \$100,000. The incorporators are Frank I. Moulton, Charles R. Holton and James S. Knox.

The Rosenberg Paper Co., 3623 Jasper Pl., Chicago, has changed its name to the Cromwell Paper Company. The company deals in tympan and waterproof and furniture papers.

Mullen Bros. Paper Company's Chicago office at 54 West Kinzie street, which suffered by fire recently, are now in position to make all deliveries promptly.

The estate of George W. Moser is valued at over a quarter of a million dollars. Many employes of the Moser Paper Company have been remembered financially in his will, it is said, besides several charitable organizations. The bulk of the property is left to his widow for life, the remainder going to his sisters and their descendants.

Among the many attractive broadsides sent to the trade recently was one from The Swigart Paper Co., 653-707 So. Wells St., featuring Hammermill Bond. It showed to advantage the wide range of sizes, weights and colors of this nationally advertised paper that they carry in stock. It was noted that these numbered over 200.

"Uncle Sam Bond" is the name of a new bond paper being featured in the page advertisement of Dwight Bros. Paper Co. appearing in this issue. They claim 50 per cent rag and 50 per cent sulphite for the sheet and make it attractive at "reconstruction" prices.

Duboc Paper Co., 712 Federal St., Chicago, is selling out the balance of their stock preparatory to closing up the business on May 1st.

Through the death last fall of Chas. Duboc and the added drain on the company's sales staff during the war, it was deemed advisable by the parent company, The Central Ohio Paper Co., Columbus, to wind up the affairs of this branch.

The Mid-West Paper Co., 732 Federal St., has taken the lease given up by the Duboc Paper Co. and will be established at 712 Federal St. early next month.

The Remington-Jensen Paper Company, Chicago, capital \$10,000, was incorporated March 25th by Herman A. Fischer, Jr., James J. Danaher and John D. Peterson.

Incoming mail is held to be a sure index to business, so the report of the Chicago postmaster for the first quarter of the year that it was better than normal is a note of encouragement. First-class mail, compared with last year, increased 5.67 per cent in January, 10.30 per cent in February and 12 per cent in March.

The failures for the first three months of this year were 42.3 per cent less than in 1918, and 28 per cent smaller in amount of indebtedness. There were more failures in every quarter preceding as far back as 1883, though the previous quarter had only a few more. Illinois had but 122 failures, against 231 same time in 1918 and 243 in 1917. Prices stayed up instead of slumping on the stoppage of hostilities, so it gave time to unload stocks of merchandise without sacrifice.

Patience is an uneventful way that leads to success.

Common sense is an uncommonly good thing for a printer to possess.

Parker, Thomas & Tucker Paper Co., 535 So. Franklin St., Chicago, has just mailed to the trade an attractive folder entitled

"ANOTHER HOWARD BOND MESSAGE."

The company is local agents for this paper which is manufactured by the Howard Paper Co., Urbana, Ohio, and carry a large stock of it in all sizes and weights, white and 13 colors. The folder is printed on 22x34-40 white Howard Bond and the text matter, descriptive of the paper, is attractively gotten up with the use of red and blue ink.

The Blunden-Lyon Co., 106-12 W. Harrison St., Chicago, has just opened a branch office in Cleveland, Ohio. It announces the securing of quarters in the Superior Building on Superior St. B. H. Preston, secretary of the company, is in charge.

It is understood the company has built up quite an extensive business in Northern Ohio and the Cleveland branch is in order to render more efficient service to printing trade of this territory.

The Great Lakes Paper Co., 515 So. Wells St., Chicago, has appropriately adopted for its trade mark the sketch shown herewith. This well known outline of the famous lowland waterways will be its permanent mark to be used upon its stationery and labels.



The company has just closed a lease for the entire basement of the building in which it is now located. This gives the Company two whole floors.

The McGregor Paper Co., 536 So. Clark St., Chicago, has just placed in stock the following new grades of writing paper. Webster Bond; Association Union Bond; and Crystal White Writing.

"Association Union Bond" is a watermarked high-grade loft dried sheet.

The company specializes in Union Watermarked Bonds, Ledger and Book Papers also Union made envelopes.

**MIDLAND PAPERS ARE
PRACTICAL PAPERS**

CERTIFICATE BOND

Carried in Stock in White and
12 Colors

LAYS FLAT

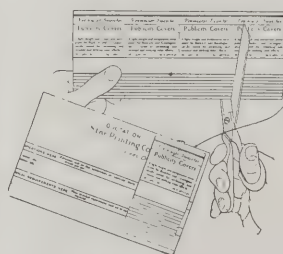
Especially Adapted to
Halftone Printing
for Bond Paper

Phone
Main
142

MIDLAND PAPER CO.
322 W. Washington Street
CHICAGO

Peninsular Swatch Clips

for Printers



Swatch clips show colors, textures, and finishes of *Orkid, Publicity, Gibraltar, Onimbo and Highlight Covers*, representing our five *Quick Turnover Lines*.

Any Peninsular Cover Agent can furnish swatches at your request.



Send For New Printers
Foldwell Sample Book

CHICAGO PAPER CO.

803 South Wells Street
CHICAGO, ILL.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

552 S. Clark St.
CHICAGO

Main Office and Factory
Third and Lock Streets
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

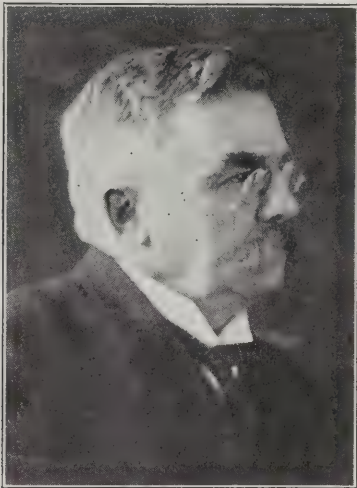
Prominent Lithographer Passes Away

Julius Gugler, president of the Gugler Lithographic Co. of Milwaukee, which is an old established firm passed away March 22nd at Pasadena, where he had gone for health and recreation.

Mr. Gugler was one of the oldest members of the Association of Employing Lithographers and was an honorary director in the Council of the Association.

He established the Gugler Lithographic Co. in 1863, which business is now to be carried on by his sons.

A beautiful tribute to his memory was unanimously adopted at a meeting of the Chicago-Milwaukee Group; that the Association sincerely lamented the loss in his death.



JULIUS GUGLER

The committee formed to represent the group at the funeral consisted of Curt Teich of the Curt Teich Co., Wm. F. Krohmer, of Goes Lithographing Co. and I. Stiefel, secretary of the National Association.

Mr. Gugler is survived by four sons and two daughters.

Prosperity and enthusiasm were in the air as the writer stepped off the train in Milwaukee recently, and after visiting a few of the members of the Printing Craft, the writer realized that business is certainly flourishing in that locality.

The war time bug-a-boo "hesitation and indecision" has gone and is fast being replaced with "determination" and "decision," naturally the trade is feeling this reflex.

Recent Purchasers of Linotypes

Deerfield (Wis.) News.
Chicago (Ill.), R. R. Donnelley & Sons Co.
Waukesha (Wis.) Herald.
New York (N. Y.) Tribune.
Huntington (Ind.) Press.
Marion (Ill.) Republican.
Tell City (Ind.) News.
Philadelphia (Pa.) Walther Printing House.
San Francisco (Cal.) The Daily News.
Fresno (Cal.) Herald.
Newton (Iowa) News.
Oakland (Cal.) Tribune.
San Francisco (Cal.) Daily Commercial News.

Denver and Western Notes

A persistent but unconfirmed rumor is going the rounds of the Denver Press Club and Local Printing circles that the Denver Post has bought out the Rocky Mountain News and the Denver Times. If the rumor is true, then the whole control of the newspapers in Denver will be in the hands of Messrs. F. G. Bonfils and H. H. Tammen. There will be only one independent paper, the Express, an afternoon publication.

The condition of Banks B. Hall of the Publishers Press at Denver who met with an accident when a quantity of paper fell on him, is causing alarm to his many friends. Mr. Hall has had to be placed in a plaster cast and is suffering much pain.

The estimating and price list study class conducted by Secretary Henry Allen of the Denver Typothetae had an examination recently and the prize of a fountain pen offered was won by Shirley Russell of the Russell Printing Company. Russell has recently returned from the army after having been in France for nearly a year.

The new manager of the Denver office of the Western Newspaper Union will be J. O. Goodwin who for the past few years has been the manager of the Omaha office. Mr. Goodwin took up his duties on April 5th. C. F. Wadsworth the retiring manager is staying for a week or so in order to render every assistance he can to his successor in his new sphere of labor.

A large contract for general printing of standardized forms used by the Mountain States Telephone and Telegraph Company at Denver has just been let. The principal bidders on the work were Smith-Brooks Printing Company, Brock-Haffner Press, American Printing Co., and W. H. Kistler Printing and Stationery Company. The amount of the year's supplies will run to about \$40,000. The bids were very close less than ten percent separating them. The contract was awarded to the Smith-Brooks Company.

Great sympathy is felt in Denver printing circles with H. G. Ewing, auditor of the Brock-Haffner Press, on the fatal accident to his son James, aged fifteen, who was knocked down by an automobile while riding to school on his bicycle and killed instantly. His skull was fractured at the base of the brain. The deceased was a bright lad who worked in his spare time occasionally for the Brock Haffner Press Company.

Springfield (Ill.) Forum.
Cedar Rapids (Iowa) Evening Gazette.
Denver (Colo.) Rocky Mountain Pillar of Fire.
Portland (Ore.) Oregonian.
Washington (D. C.) The Evening Star.
Dearborn (Mich.) Press Printing Co.
Helena (Mont.) Herald.
Afton (Iowa) Star-Enterprise.
Detroit (Mich.) The Progress.
New York (N. Y.), McGraw-Hill Co.
Toledo (Ohio) News-Bee.
Detroit (Mich.), Polonia Pub. Co.
Davenport (Iowa) Times.

Whitaker Paper Co. Buys Indiana Concern

Effective April 1, as far as the actual beginning of business under the new management is concerned, the Indiana Paper Company, Indianapolis, becomes a part of the Whitaker Paper Company, of Cincinnati. With the acquisition of the Indiana company the Whitaker organization is strengthened not only by the business which comes to it, but by the addition of the entire personnel of the concern, including the four Ostermeyer brothers who brought it to its successful status at the time of the transfer.

Fred J. Ostermeyer has been president of the Indiana Paper Company, and his brothers, Harry C., Elmer H. and Alvin C., have been associated with him in the conduct of the business. With this quartet of active and successful executives, thoroughly experienced in the paper business in general and in the handling of the business of the Indiana Paper Company in particular, go the entire active sales and office force of the company, so that the business of the Whitaker Paper Company handled through the new Indiana branch, as the Indiana Paper Company becomes, will be in the hands of men acquainted with it in every detail. It is worth noting, also, that in accordance with the Whitaker policy in the past in connection with the acquisition of other concerns, the old name will not disappear, but the company will be known as the Indiana Paper Company branch of the Whitaker Paper Company.



Knox & Wolcott Paper Co.

626 Federal Street Harrison 4203-4
CHICAGO

*A ledger for every day
for every printer*

Star Ledger

Mount Royal Linen Ledger

American Ledger

Victoria Linen Ledger

Congress Linen Ledger

Vulcan Linen Ledger

Commercial Linen Ledger

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling
Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

**HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS**

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

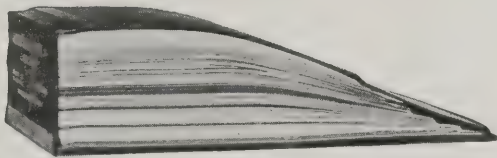
BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Type, Borders & Ornaments
Metal Leads & Slugs
Metal Furniture
Brass Rule
Challenge Mach'y Co. Products
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
Run-Easy Tape Couplers

NEW LINES RECENTLY ADDED

ALADDIN COVERS, 10 SHADES
PARQUETRY COVERS, 6 SHADES
INTERNATIONAL COVERS, 8 SHADES
THREE PLY ARTISTS SUNBURST, 19 SHADES

ALL ANTIQUE FINISH



TRADE MARK
 Reg. U. S. Pat. Office

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

Dauchey Wright Letter Service

DIRECT ADVERTISING

Special Process Typewritten Letters
Addressing—Mailing—Printing

508 South Dearborn Street
 Harrison 712

V

Printing Salesman Wanted

Opportunity is offered to first class salesman, capable of earning good salary and having an established trade. The right man may, if he desires, obtain interest in business. Kindly phone for appointment.

THE WALLACE PRESS

Catalog Printers

CHICAGO

BRANDS OF PAPER YOU SHOULD KNOW

HAMMERMILL
BOND

"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a set of portfolios that will help you sell more printing.

**OUR BONDS AND LEDGERS
 REQUIRE NO EXPLANATIONS**



"NOTE THE TEAR AS WELL AS THE TEST"

THE SEYBOLD "DAYTON" CUTTING MACHINE

is the Cutter that will successfully cut all of the above well-known Papers as well as all other Paper Stock on the market.

A TRIAL WILL PROVE THE "DAYTON" IS THE BEST

THE SEYBOLD MACHINE CO. - - DAYTON, OHIO

CHICAGO

Phone Harrison 883

We have installed new machinery and new type faces, and are prepared to give the highest quality of work.

TYPESETTING

FOURTH FLOOR
 727 So. Dearborn St.

COMPANY

Makeup Department
 We make a specialty of making up Newspapers, Periodicals, Catalogues and Books for press or electrotyper.

born: a new service

F. J. RINGLER & CO.

**NICKELTYPERS
AND
ELECTROTYPERS**

TELEPHONES HARRISON 2518-6780

732 FEDERAL ST.

CHICAGO

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery.



Used by the best known printers.

Alternating and Direct Current

CLINE ELECTRIC MFG. CO.

CHICAGO

NEW YORK

We Make Envelopes for All Purposes

Edge-Gumming and Manufacturing—Prices Right, Prompt Service, with Auto Delivery. Phone Harrison 4837. We are as near as your Telephone.
*** ANYTHING IN ENVELOPES ***

CHAS. H. LUCK ENVELOPE CO.

(Not Incorporated)

701-703 South La Salle Street, Chicago

"We'll show you how to land 'em"

is the way one Herrick illustration is described. Getting the customer at the right price and giving him satisfaction is made much easier by using Herrick cuts. Better spend twenty-five cents and learn how it is done. Think of two-color cuts at \$2 each and a fine discount on \$5 worth.

Owned and sold exclusively by

SCHROEDER BROS. COMPANY

Electrotypers, Nickeltypers and Engravers

120-124 W. Polk Street, Chicago

Phone Harrison 6062

SCRAMBLING FOR FLATS

is the condition in Chicago today. The war interfered with building and the result is a scarcity of suitable places to rent. It's one indication of progress. Another is the reaching out collectively for foreign trade, which includes extension of waterway transportation and the better distribution of freight to seaports. The South is to have a larger share instead of congesting the East with outbound goods. This means that the Central West is wide awake and perceives its possibilities by action. It also means steadily growing demand for the service of the Regan Printing House—the house of perpetual motion. Always ready to give you the best printing and binding. Reach us any way you choose.

Regan Printing House

523-527 Plymouth Court, Chicago

Telephone Harrison 6280

Wisconsin Notes

In response to a call signed by the Flint & Douglas Printing Co., of the Menomonie News, F. A. R. Van Meter of the New Richmond News and Republican Voice, Merlin Hull of the Jackson County Journal, H. L. Hoard of The Jefferson County Union, C. W. Fraser of the Menomonie Falls News, John A. Kuypers of the Depere Journal-Democrat and W. H. Bridgman of The Stanley Republican about 30 publishers of weekly newspapers met at the Assembly Chamber in Madison on the 22nd of February to organize a Wisconsin Weekly League along the lines of the Wisconsin Daily League with the purpose of creating a state wide advertising service to be sold as a unit. The new organization was launched with a good deal of enthusiasm and it was committed to the care of an executive committee consisting of John A. Kuypers of The Depere Journal-Democrat, President; H. E. Howe of The Prairie du Chien Courier, Vice-President; J. Walter Strong of The Elkhorn Independent, Secretary Treasurer; H. L. Hoard of The Jefferson County Union and W. M. Comstock of The Oconto Reporter. The Executive Committee held a meeting at the Hotel Wisconsin in Milwaukee at which all the members were present on March 30. A review of the month showed that good progress had been made and about forty newspapers have qualified for membership in the new organization. The membership is limited to all home print papers and to only one or two papers in each county. This is to prevent duplication of the advertising service and to give the best service possible at a minimum cost. In conjunction with the Daily League it is proposed to establish an office with an advertising manager in Milwaukee as soon as conditions will warrant.

Faith and Confidence are the right and left foot that carry us to success.

The School for Printers Apprentices of New York, which is run jointly by Typographical Union No. 6, "Big Six," The Employing Printers and the Hudson Guild, gave a ball and reception at Palm Garden.

The festival, the fifth annual celebration of its kind, was given in honor of the 176 returning Soldiers and Sailors of the School.

We would like to send you printed samples showing the results that can be obtained on our

King Dependable Offset Paper

It is widely known for its perfect working qualities

Stocked at Mill in White Only in Following Sizes and Weights—Stock Trimmed Four Sides—Packed in Cases

25 x 38—50, 60, 70
28 x 42—74, 86
32 x 44—89, 104
38 x 50—100, 120, 140

Special Sizes and Weights and India Tint Made to Order

King Paper Company
Kalamazoo, Mich.

INDUSTRIAL WEST BUYERS' GUIDE

A COMPREHENSIVE LIST OF MANUFACTURERS, DEALERS AND JOBBERS OF MATERIALS, MACHINERY AND FITTINGS USED IN PRINTING, PAPER AND ALLIED TRADES. TWO LINES, ONE YEAR, \$6.00; EACH ADDITIONAL LINE, \$2.00.

ARTISTS

THE HAWTIN ART STUDIOS
19 South Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCAIN BROS. MFG. CO.
29 S. Clinton St., Chicago.
Phone Main 1485.

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525 So. Dearborn St., Chicago. Phone Harrison 5246.

ENGRAVERS
(Steel and Copper Plate)
HOLMES CO.
161 West Harrison St., Chicago.
Phone Wabash 4980.

ENGRAVERS

JACOB J. LINKER
711 South Dearborn St., Chicago.
Phone Harrison 7454.

ENGRAVERS (Photo)

C. L. GOWELL, Transportation Building
Phone Harrison 1143 CHICAGO, ILL

GRINDERS (Printers' Knives)

GEO. HOFBAUER & CO.
501 So. Dearborn St., Chicago. Phone Wabash 6549.

INKS (Lithographic and Printers)

E. C. KEYSER & CO.
727 South Dearborn St., Chicago.
Phone Harrison 7594.

AMERICAN PRINTING INK CO.
2314 W. Kinzie Street. Telephone Seeley 106

PAPER

BRADNER SMITH & CO
175 W. Monroe St., Chicago. Phone Main 2060.
CHICAGO PAPER CO.
801 So. Wells St., Chicago. Phone Wabash 801.

PAPER—Continued

DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago. Phone Harrison 395

THE MCGREGOR PAPER CO.

536 So. Clark Street, Chicago. Harrison 5042.
UNION WATERMARKED PAPERS

MIDLAND PAPER CO.
322 West Washington St., Chicago. Phone Main 142.

SEAMAN PAPER CO.
208 So. La Salle St., Chicago. Phone Harrison 5586.

SWIGART PAPER CO.
653 So. Wells St., Chicago. Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago. Phone Main 875.

PRINTERS

MID-CITY PRINTING CO.
40 No. Fifth Av., Chicago. Phone Franklin 2507.
"A Thousand to a Million in a Hurry."

WANT

Advertisements inserted under this heading at 25 cents per line. Minimum charge \$1.00 for each insertion. Advertisements sent to appear under this heading should be accompanied by cash.

ADV'S

Overhead Expense

the room to grow in. Your idle equipment should go.

Ben Franklin Monthly has a concentrated—no waste—circulation among the employing printers of the Industrial West. **USE ITS COLUMNS.**

Every printer knows that he must take account of all his printing equipment in figuring his Overhead. Idle equipment of any kind adds to this expense. **YOU** need **MOVE IT** by advertising it in these columns.

Ben Franklin Monthly has a concentrated—no waste—circulation among the employing printers of the Industrial West. **USE ITS COLUMNS.**

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—**THE WIRTH SALES BOOK CO., Chicago.**

FOR SALE—One 38 x 50 Huber Printing Press No. 622, two-Revolution; One Acme 30-inch Paper Cutter; One Latham Wire Stitcher No. 2-R.—Write The Lawrence Press Co., Columbus, Ohio.

WANTED—To buy or sell for you your surplus machinery or outfit. Also 12x18 C. & P. Press, 44-inch Modern Cutter, Pony and 53-inch Miehle.—**Wanner Machinery Co., 714-16 S. Dearborn Street, Chicago.**

FOR SALE—Power hand clamp 33-inch Advance Paper Cutter—running—two knives.—**Rider & Dickerson, 638 Federal Street, Chicago.**

BARGAINS—In Modern Used Machinery: 1—2 color Kidder Press, size, 30x15. 1—Huber Press, 39x51, 2 revolution, 4 roller, front delivery.—**The J. W. Hoodwin Co., 2949 W. Van Buren Street, Chicago, Ill.**

FOR SALE — 3-PRESS PRINTING PLANT in first class condition: bargain for cash.—728 W. 15th Street, Phone Canal 4106.

FOR SALE—Modern Cylinder Press, 43x56, Miehle bed movement, perfect condition, doing splendid commercial work. Can see it or try it out.—**The Oppenheimer Co., Cincinnati, Ohio.**

WANTED TO BUY—A second hand Hickok Ruling Machine. Not less than 38 in. cloth. Must be in good condition. Advise, stating particulars and lowest cash price.—Address B46, care Ben Franklin Monthly.

WANTED—Man with bookkeeping and sales experience in office of medium size printing plant. Good opportunity for the right man.—Address C54, care Ben Franklin Monthly.

SEE our large stock of overhauled and guaranteed Machinery for Printers, Binders and Folding Box Makers. 8x12, 10x15, 12x18 and 14x22 C. & P. Gordons; Jobbers, all makes and sizes; 43x56 and 45x62 Miehle Presses; Old and New Style Power and Lever Paper Cutters, 16 to 54 in.; 2 Rev. and Drum Presses, 17x21 to 46x62 in.; 13x19 and 14x22 Colts, Thomson and Gally heavy presses; 3-28 in. Power Punches, Rosback, Latham and Rayfield Dahly; Large and small complete outfits; New and S. H. equipment. Tell us your requirements and surplus equipment you have for sale.—**Wanner Machinery Co., 714-716 So. Dearborn St., Chicago, Ill.**

FOR SALE CHEAP—Century Campbell four-roller press in good condition. Takes a sheet as large as 43x62 inches. Low price for immediate sale. For full particulars address **FARMER AND BREEDER, Sioux City, Iowa.**

WANTED—Four second-hand magazines for Model Three Mergenthaler Linotype. Prefer them without channel entrance. Must be in first-class condition. Would take six of them at right price. Write at once to **E. T. LOWE PUBLISHING CO., Nashville, Tenn.**

Our Want Adv's Pull

When you want action insert yours in these columns. Small cost, big pulling power.

Try it.

Ben Franklin Monthly



LIST OF ADVERTISERS

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Barnard & Son, F. A.	16	Lee Paper Co.	24
Barnes-Crosby	22	Luck Envelope Co., Chas. H.	42
Barnhart Bros. & Spindler	18	McCain Bros. Mfg. Co.	8-43
Berkshire Paper Co.	22	Mendelson Bros. Paper Stock Co.	15
Birmingham & Prosser Co.	16	Mergenthaler Linotype Co.	Inside Front Cover
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Hammermill Paper Co.	41	Watervliet Paper Co.	18
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Monotype Linotype Makeup

We are constantly improving our already up-to-date plant for making and distributing the Highest Grade of Typesetting. Our equipment being by far the largest and most complete in the country, we give real service and deliver your work in the quickest possible time.

(This ad set in No. 38 series; borders No. 139 and 4225R)

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VOL. XVII

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MAY, 1920

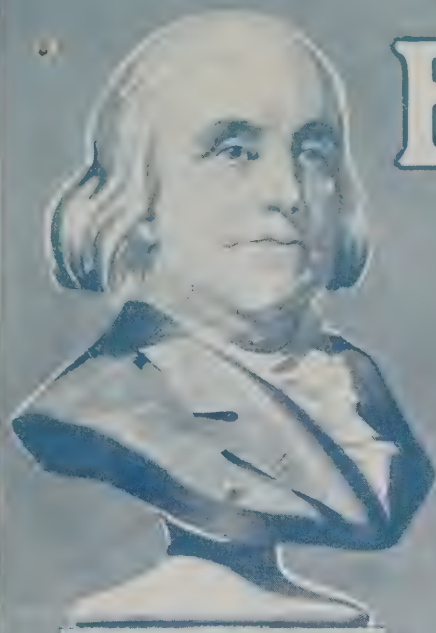
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A JOURNAL FOR THE
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THE INDUSTRIAL WEST

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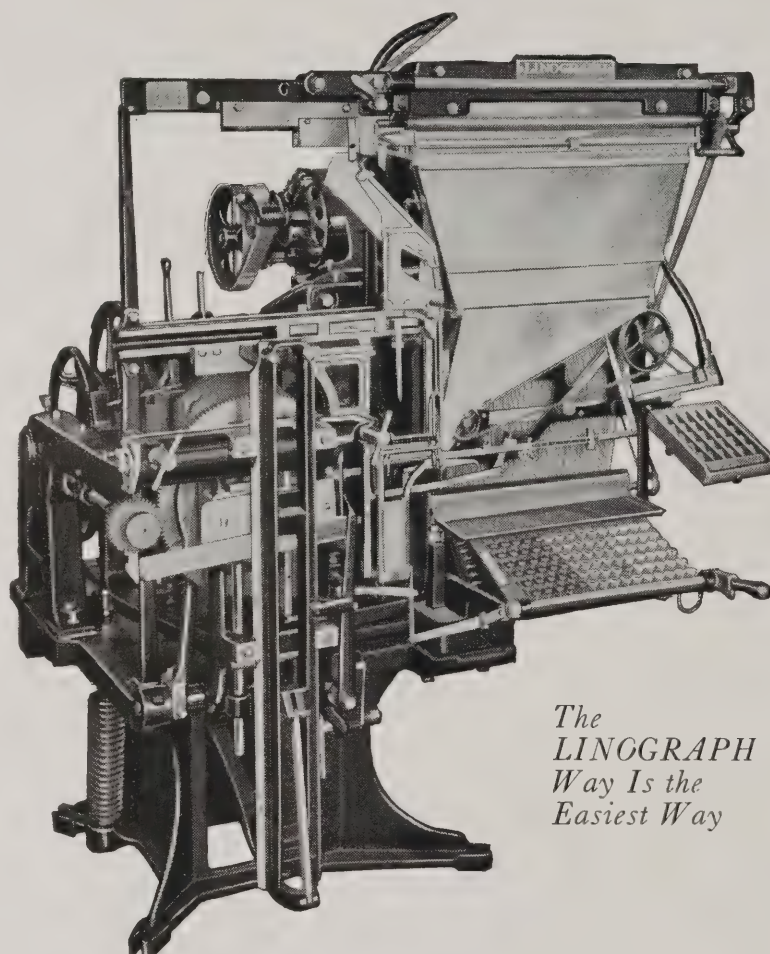
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HOWARD BOND

bears the name of the mills in which it is produced and its owner, and naturally its quality is sacred and zealously guarded throughout the entire process of its manufacture, and combines both a good name and good value.

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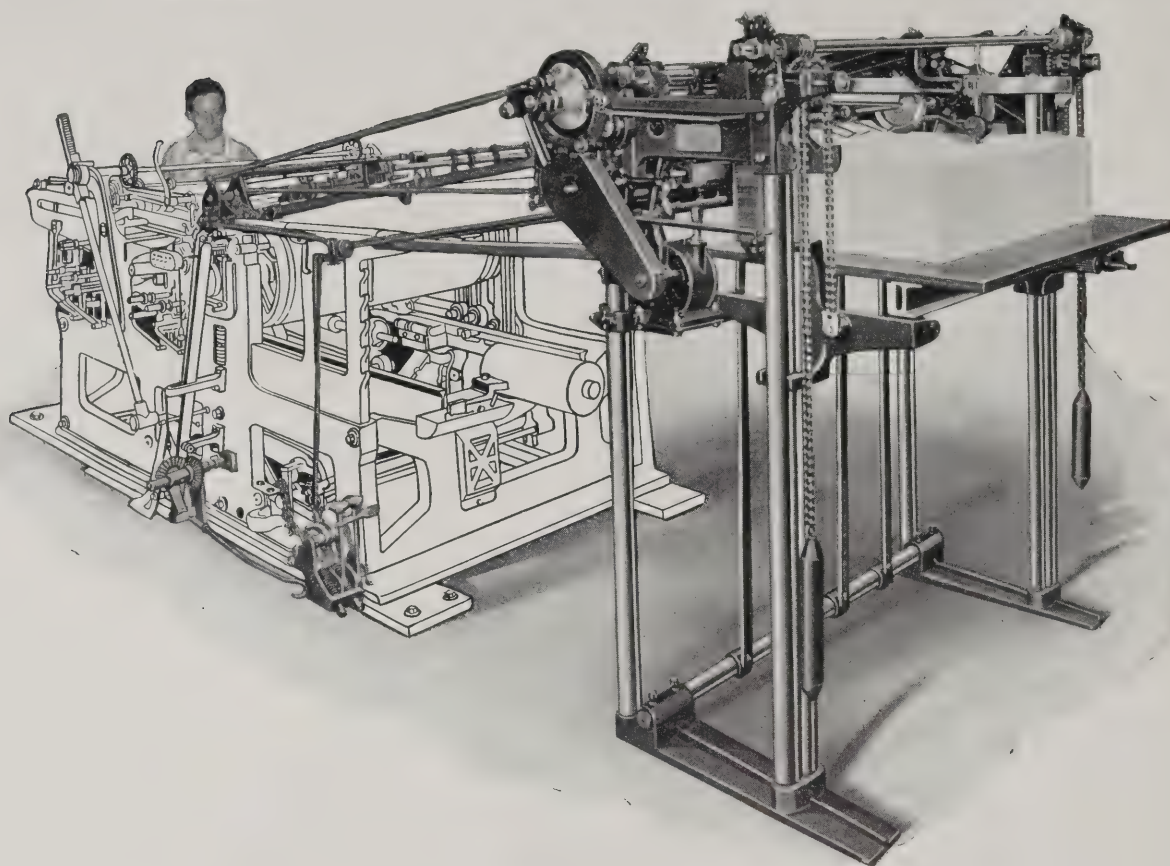
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The Howard Paper Company
URBANA, OHIO



A WONDER WORKER

"THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

"Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

"When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the

equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines

NEW YORK

CHICAGO

PHILADELPHIA

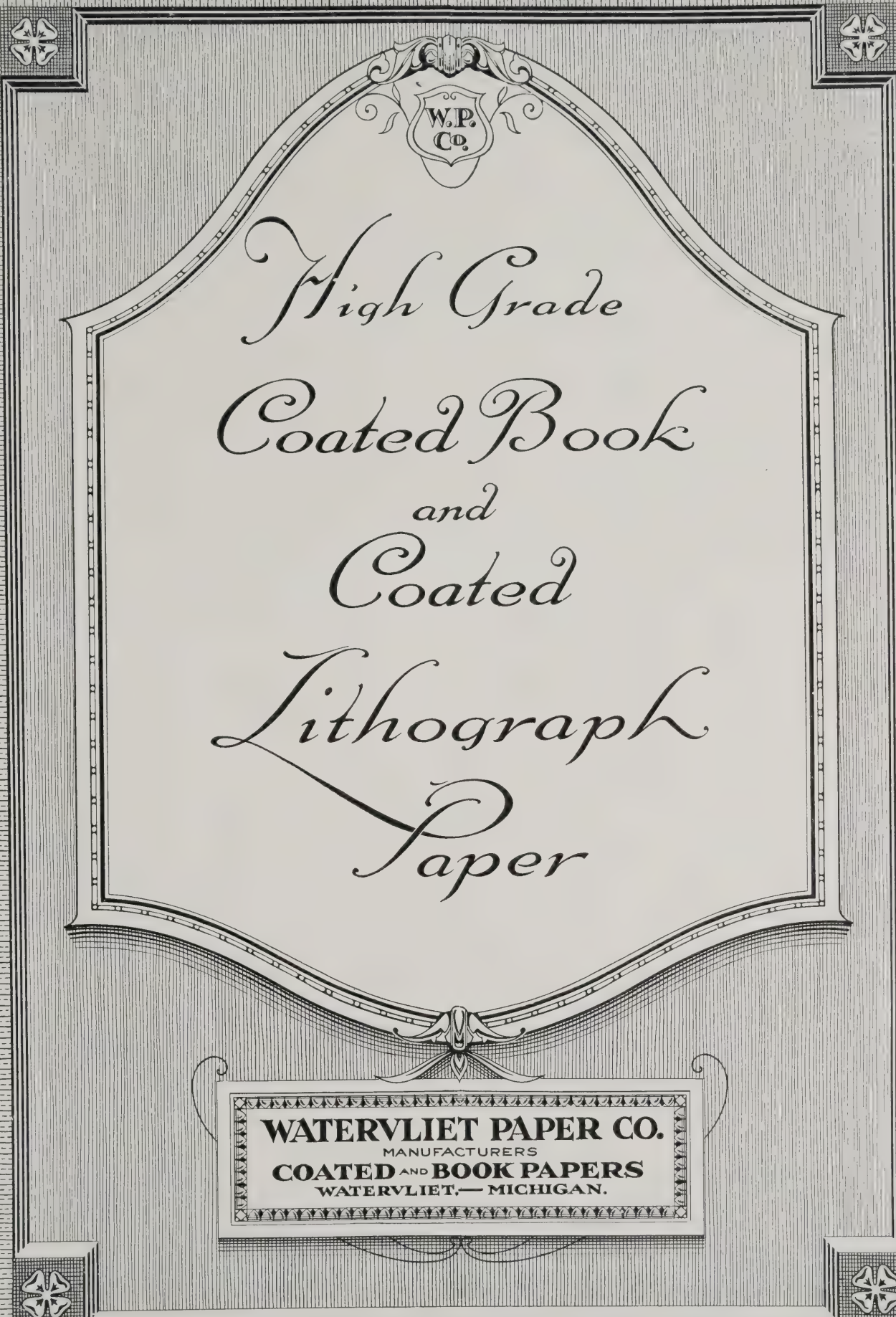
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Our Papers are Sold by Paper Merchants Everywhere

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books and catalogs*

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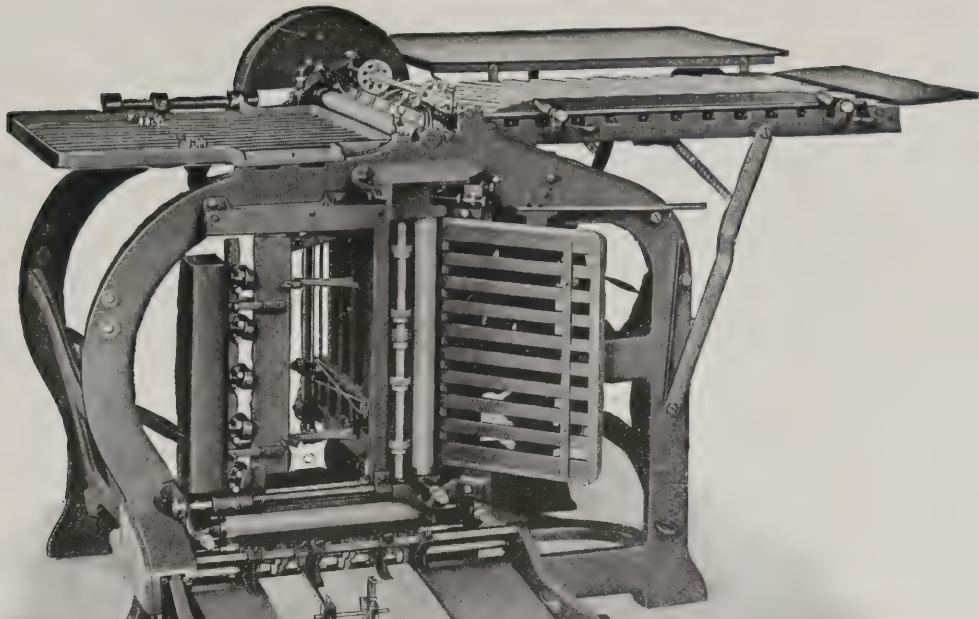
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Dwight Bros. Paper Co.

626, 636 South Clark Street

*Telephone
Wabash 495*

Chicago, Ill.



191 DIFFERENT forms

4,045,500 Folds is a Lot of Folds

THE latest addition to our plant is the new type Cleveland Folder. A record of production for the two months we have operated this folder, shows that out of 398 productive hours, it has folded 1,594,000 circulars, making a total of 4,045,500 folds. This machine requires two girls to operate it. These two girls doing the same work by hand would have taken 2,890 hours, or seven months.

Before installing this machine, although we did not do the same volume of business we are now doing, hand folding was the only method we had of handling this class of work in our plant. From these figures you can draw your own conclusions as to how much better we are equipped to serve you.

The above was taken from a circular sent out by a Kansas City firm to its customers—name furnished upon request.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.



Trade Mark Reg. U. S. Pat. Office

ALTHOUGH paper is scarce and our warehouse stocks are below normal — we are frequently receiving new shipments so it will pay you to

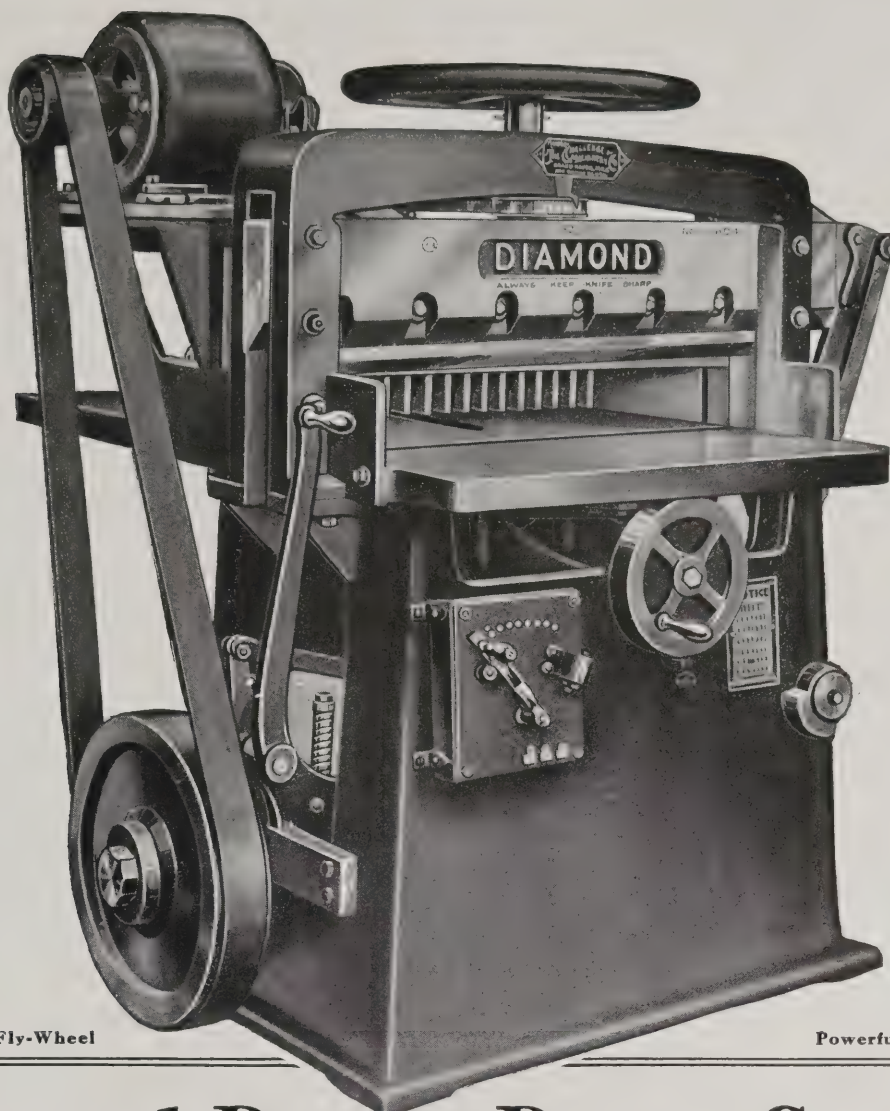
Call Wabash 2714

when in need We may have it.

Moser Paper Company

DEPARTMENT OF SALES

621 Plymouth Court, Chicago



Hyatt Roller Bearing in Fly-Wheel

Powerful Worm Gear Drive

Diamond Power Paper Cutters

Meet every possible production requirement expected of a modern Power Paper Cutter and excel in Speed, Accuracy, Durability, Safety and unusual Convenience in Operating.

Made in Three Sizes, 30 Inches, 32 Inches and 34 Inches

DIAMOND POWER CUTTERS have the "double-shear" or dip cut, making the cut smoothly, quickly and without drawing the stock. No "stall" or spring on the heaviest cuts. Note the strong, unyielding one-piece base, the massive side frames and extra heavy and rigid knife-bar with its three adjusting screws. Has triple-split interlocking back gauge, coming close to extra long side gauges on both sides, and steel tape back gauge indicator which can be easily locked. Many other features that will appeal to you.

SEND FOR FULL PARTICULARS AND PRICES—SOLD AND GUARANTEED BY ALL DEALERS

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MACHINERY CO.**

**Challenge
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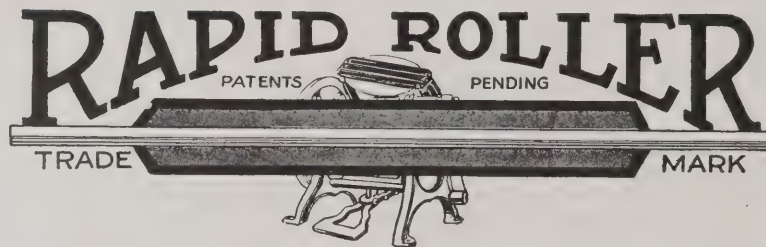
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Rapid Printers Roller Co.

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CHICAGO, ILLINOIS

WE GUARANTEE THE RAPID ROLLER
WILL NOT

Shrink—Harden or Swell

Scientifically made to overcome defects so often found in most rollers.
Does not expand or contract; retains its resiliency.

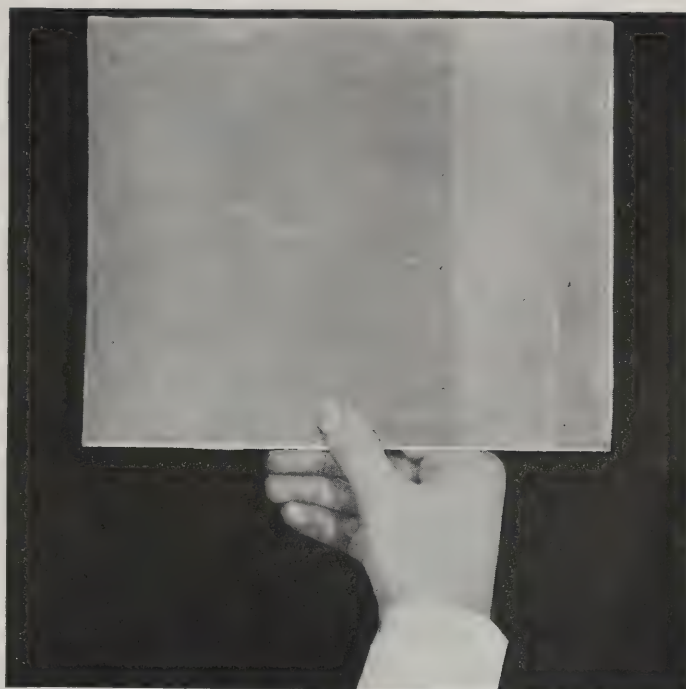
NO RAPID ROLLER WILL EVER HAVE UNEVEN WAVES
UNEVEN SHRINKAGE—SETTING AT VARIOUS ANGLES

These are BIG CLAIMS—Let us prove them to YOU

500 printing concerns are now using them on their presses.
The merits of our product is its own recommendation.

*Put RAPID ROLLERS on your press—they pay for
themselves by the first day's use.*

Flat Opening or a "Hump"



*Which
Will
Best
Please
Your
Customers?*

*The Hinge is no more visible
than the Watermark itself*

EMPIRE HINGE LEDGER produces a true hinge effect on the ledger leaf without the use of an unsightly and *expensive* "crimp."

Note the illustration. Mark the thinner section worked into the sheet in its making.

EMPIRE HINGE LEDGER interferes in no way with ruling, printing or writing. It presents a smooth, unbroken surface.

It is a common sense method of building a practical flat opening sheet without marring its beauty or strength.

It enables you to produce a book that is trim and symmetrical.

There is no need of using cumbersome bindings or holders. You get your flat opening effect through the structure of the sheet.

EMPIRE HINGE LEDGER makes a "flat opening" an every day occurrence. It costs you no more than any other good ledger paper.

WRITE OR PHONE FOR SAMPLES AND PRICE.

EMPIRE PAPER COMPANY

725 South Wells St.

CHICAGO, ILLINOIS

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength, because your illustrations will be folded many times.

White is the mourning color of China

and yet, some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer?

Let us make an analysis of your customers' Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor, our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your customers' Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1170-208 South La Salle St.
Chicago, Illinois



PAPER AS A FACTOR IN FOREIGN TRADE



Vol. XVII

15c the copy

MAY 1920

\$1.50 the year

No. 8

THIS ISSUE CONTAINS

WE HAVE attempted to present in the pages which follow, a brief review of some of the things Chicago's printing industry is doing. We say "attempted," because the task of covering the industry in detail is too great to more than touch its surface, and it becomes necessary to take up only certain phases—and certain plants chosen promiscuously—to write about. Those plants whose names are mentioned in the story on "Chicago Plants Lead the World," for instance, were chosen because they are representative of Chicago's printing industry, and only serve to show the immensity of this city's part in the Graphic Arts of the nation. Their glory is only a part of the city's glory as a whole. For that reason we do not feel that any apology is needed to those owners whose plants are not mentioned, for we believe they realize the impossibility of touching on each. Their time will come later.

With this brief statement, we introduce you to the largest and—what we believe to be—the best issue of Ben Franklin Monthly so far published. It is only another instance of the publishers' desire to serve the printers of the Industrial West with a paper of their own, "a Western paper for Western printers."

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Chicago Plants Lead the World

R. R. Donnelley & Company produces \$12,000,000 of printing each year. One department capable of turning out 150,000 thirteen-hundred-page catalogs a day. W. F. Hall Company another leader. Histories of the city's greatest plants show marvelous growth of industry.

While Chicago is now the third largest city in the world, with a population of 2,884,427, it is also one of the world's youngest. Its history dates back to the founding of Fort Dearborn in 1804, it is true, but its real history starts with the great fire in 1871, since the city, as it now stands, has largely been built since that time. The fire made this necessary through the destruction of seventy-three miles of streets and a total property loss of \$200,000,000.00.

And just as the real history of the growth of the Windy City dates back to that time, so does the record of the marvelous growth of its printing industry start then. Not that there were no plants before the fire, for records show many companies doing a prosperous business prior to 1871, but of these only a few remain. A scant dozen firms, perhaps, can date their beginning in the middle of the nineteenth century, but these plants are now counted among the world's largest.

History Interests Younger Generation

The histories of such establishments as R. R. Donnelley and Sons Company, W. F. Hall and Company and Rand-McNally and Company afford interesting reading to the younger generation, which is accustomed to view the business of these plants as it is today. These plants are now world-famous, and while it is perhaps true that the foresight and business ability of the founders would have made them successful in any undertaking, their entry in the printing industry was as un auspicious as any of the present day. While the founders have all passed on, their ideals are being carried forward by their successors. In no plant is this more true than with the Donnelley company, the fame of which has penetrated to wherever printed books are used.

R. R. Donnelley and Company

Richard Robert Donnelley was born in Hamilton, Canada, November 15, 1836. When he was 13

years of age he entered a printing office to learn the business, and at the age of 16 was made foreman of the establishment where he served his time. Later, he became a partner of William Pigott, who, shortly after, removed to Chicago where he established the Chicago Post. Mr. Donnelley continued in business



PLYMOUTH COURT PLANT DONNELLEY & COMPANY

until 1857, when the depression following the panic caused him to remove to New Orleans, where he had charge of the job department of the True Delta. When the Civil war broke out he returned to Canada and established himself in business. Returning to Chicago in 1864, he associated himself with the firm of Church, Goodman & Donnelley, which soon became one of the largest book and periodical publishing houses in the west. The Lakeside Publishing and Printing Company was organized in 1870 with a capital of \$500,000 and with Mr. Donnelley as manager.

The company began the erection of a pretentious structure at the corner of Clark and Adams streets, known as the Lakeside building, but before the building was completed the great fire swept it away. Not in the least daunted, Mr. Donnelley began the restoration of his business and four days later leased the third floor of Nos. 103 and 105 South Canal street, and started for New York to secure new equipment, beginning business on his own account while awaiting the decision of the Lakeside Company as to its future.

The Lakeside Company had lost everything, but with confidence in the ability of Mr. Donnelley,



NEW PLANT OF DONNELLEY & COMPANY NOW IN OPERATION

the stockholders decided to continue the company, with the result that in 1873 the business of Mr. Donnelley was combined with that of the Lakeside Company. In 1877 the Lakeside Company sold its building to P. F. W. Peck, and the machinery and equipment to Mr. Donnelley and A. T. Lloyd.

Norman T. Gassette became interested in the concern in 1878 and a corporation under the name of Donnelley, Gassette & Lloyd was formed. In 1879 Mr. Donnelley bought out his two partners and reorganized the company under the name of R. R. Donnelley & Sons Company, the name it still bears.

R. R. Donnelley has since died, but his business has continued to prosper under the able guidance of his sons, Thomas E. Donnelley and Reuben H. Donnelley. The company is now located at 731 Plymouth Court, where it employs 2,600 persons and turns out annually \$12,000,000 worth of printing.

The company operates two plants in Chicago, pictures of which are reproduced with this article. From these two plants comes a steady stream of work of all kinds, the plants being divided into a number of departments, each of which specializes in one particular kind of work. Some of these departments are the largest in the world.

150,000 Catalogs a Day

One of these, devoted to publishing directories, produces more telephone, city and railroad directories than any other plant in the country. Another department is given over entirely to the production of mail order catalogs. In this department it is possible to print, bind and ship 150,000 1,300-page catalogs a day. The record of this department is 200,000 such books in one day.

A studio department is maintained, where art work is specialized in. In this one department the company has more cameras than any other concern in any line of business. Separate departments are maintained for engraving, electrotyping and nickeltyping, so that the company can plan and publish a book of thousands of pages, and whose edition runs into hundreds of thousands, without going out from under its own roof for any of the material or work necessary, other than materials in their raw form.

The Donnelley company does its own art offset work, for which it is justly noted. One of its greatest achievements has been to reproduce a dozen paintings by Maxfield Parish, which are sold at from \$75 to \$150 each.

Fifteen Hundred Photographs

"Service" figures very largely with the Donnelley company and one of its largest departments is that devoted to the preparation of advertising campaigns. This department is capable of handling any size campaign and can carry it through from the time its experts draw up the plans until the time the last piece of mail is placed in the postoffice. As an example of the possibilities of this one branch of the work, a recent order called for fifteen hundred photographs, to be taken in almost as many different sections of the United States. Nevertheless, the company took all of its own photographs with its own photographers and cameras.

A department for "mechanical design" is another feature of the service the company renders. Here, advertising men from throughout the country, come to seek the advice of Donnelley experts in laying out their work.

It is such things as these that have made the R. R. Donnelley & Sons Company what it is today—a plant whose reputation is nation-wide—a plant capable of meeting any demand that the printing world is called on to meet. It is one of the reasons why Chicago lays claim to being a "printing center" of the world.

Regan Printing House

Another plant whose growth has been marvelous is the Regan Printing House, which moved two years ago to its own eleven-story, fireproof building at 523 Plymouth court, where is also located the affiliated companies of the Peterson Linotyping Company and the G. D. Steere Bindery.



REGAN PRINTING HOUSE

The Peterson Linotyping Company is conceded to be one of the largest machine composition houses in the world, while substantial additions have been made in the hand operating division to take care of the volume of work turned out by its large battery of Linotypes, so that it is now possible to handle the largest publication or catalog order, from copy to press, in the minimum time without sacrificing quality. Day and night service is also one of the features of the company.

The Regan Printing House, during the last three years, has added very heavily to its equipment. These new tools are for the most part, recent inventions for automatically handling publications, catalogs and books, added for the purpose of handling great volume with least effort. Here, as in the composition department, night and day forces are maintained.

The G. D. Steere Bindery, handling cloth binding and edition work, has, since moving into its new home, tripled its capacity and is turning out work in keeping with the high quality of the other departments.

Rogers and Hall

Another Chicago firm that has built up a name for itself, because of its publication and catalog printing, is the Rogers & Hall Company, which now occupies its own eleven-story building on Polk street. Ranking as one of the foremost plants doing publication and catalog work, the company has on its lists at least a hundred weekly, semi-monthly and monthly publications, including such well-known magazines as "Black Diamond," "Chicago Commerce," "Motor News," "North American Banker," "Successful Methods," and numerous others.

The yearly output of the company is over two million dollars, and operating day and night, with over 50 presses of various sizes in continuous operation, the company produces an enormous volume of printed matter. The company employs nearly six hundred workmen and the investment in equipment, building and materials is on the plus side of a million dollars.

Continued on Next Page

Chicago Plants Lead the World

Continued from Page 15

The company is fully equipped to handle all classes of work, in addition to publications, another large department of its work being catalogs, millions of which come from its presses each year for the mail order houses.



ROGERS AND HALL

The company maintains all departments necessary for the business, so that it is possible to have everything that goes into a catalog or magazine, done under one roof, departments for engraving and electrotyping being features of the company's service. Its composing room, Linotype department and Monotype section are all as modern as any in the country, and its bindery ranks among the most efficient anywhere, all work of this division being done by special machinery. The equipment of the pressroom includes two-color presses and U. P. M. presses, the latter said to be the only ones of this class in the city of Chicago.

The history of the company dates back to 1886, when it was first started by Steven G. Pitkin and George Daniels, at the northeast corner of Dearborn and Randolph streets. Two years after the company's foundation—in 1888, to be exact—Luther C. Rogers joined the company as bookkeeper and cashier, and in 1890 Frank H. Hall came into the firm. Mr. Rogers and Mr. Hall bought out the two founders in 1890, and incorporated the company as Rogers & Hall Company. Some time later the firm moved to South Water street and Michigan avenue, from whence the plant was moved, after several years, to Market street, just south of Madison.

In 1911 the company erected its own building on Polk street, where it is now located. The firm had only four cylinder presses when situated on Dearborn street, but when it reached its Market street location its equipment was doubled, while the company now does approximately twenty times the amount of printing done before removing to its own building.

The present officers of the company are Luther C. Rogers, chairman of the Board of Directors; Veit Gentry, president; Jay W. Hutchinson, first vice-president and treasurer; C. E. Duval, vice-president, and William T. Fisher, secretary.

W. F. Hall Printing Company

One company whose growth has been in keeping with the growth of the printing industry of the country, a company which now prints at least twelve national publications, whose combined monthly circulation is nearly 4,000,000, and prints catalogs each year to the number of 15,000,000, is the W. F. Hall Printing Company.

The W. F. Hall Company was founded in 1893 by William Franklin Hall, who was ranked as one of the most successful master printers of his time. Mr. Hall was born in Columbia City, Indiana, in 1862, and learned the printing business in a country newspaper office in that state. With a desire to forge ahead, he came to Chicago in 1882, and at once began to climb the ladder of success. For a time he was employed by the Regan Printing House, where his ability found scope for its display and where he demonstrated unusual forcefulness as a workman. Leaving the Regan Printing House, he founded his own company, which now produces such publications as the Blue Book, Cartoons, Factory, Farm, Green Book, Mother's Magazine, Outers, Photoplay, Popular Mechanics, Red Book, System, and System on the Farm, all of which are Chicago owned.

Mr. Hall went to Europe in 1910 to regain his failing health. His death occurred in London in 1911, at the age of 49 years. A conspicuous figure in the printing industry of the city, he has left behind him a record for success which has been paralleled in but few instances.

After the death of Mr. Hall, Robert M. Eastman and Edwin M. Colvin took over the entire interests of the company, and have so successfully conducted the business that they are now at the head of the largest printing plant of its kind in the world, confining the business exclusively to the production of mail order catalogs and magazines.

Plant Covers Eight Acres of Floor Space

In 1907 the plant was moved to the north side, to occupy a building especially constructed for it, located at the corner of Kingsbury and Superior streets. The business continued to expand to such an extent that in 1910 it was necessary to construct an additional unit to the plant. Another building, of the same size, was required in 1913 to take care of the continued expansion, and the third unit of the plant was constructed, giving it a structure occupying the entire block, from Kingsbury to Townsend streets, facing on Superior, with a total area of eight acres of floor space.

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W. F. HALL PRINTING COMPANY

Interesting Facts About **CHICAGO**

Chicago is the second city in America and the third city in the world. Our city area has increased from fourteen square miles in 1850 to more than two hundred square miles in 1920.

Chicago's population has increased from 28,269 in 1850 to 2,884,427 in 1920. In the last ten years alone, the city's population has grown 32%.

Chicago is the center of American industry, having in its manufacturing zone 11,000 factories with an output worth more than \$4,000,000,000 last year. In 1860 Chicago's manufacturers totaled \$20,000,000. Chicago leads in the distribution of dry goods, general merchandise, foodstuffs, machinery, jewelry, pianos, wearing apparel, automobiles, household requisites, aeroplanes and countless other products.

Chicago is the world's foremost railroad terminus, its rail system comprising more than one-third of the total belt line mileage in the United States. Thirty-nine railroads enter Chicago; a train a minute leaves Chicago. This is remarkable progress when we consider Chicago's first railroad was not opened until 1848.

Chicago is the world's live stock, grain and lumber market. In 1850 there were 20,000 hogs killed for packing house purposes. Today the run is in excess of 8,359,895 annually.

Chicago is the financial center of the West and is in a position to lead the participation of the Mississippi Valley in Pan-American trade.

Chicago's bank clearings in 1876 were \$810,676,036. Today they approximate \$30,000,000,000 annually. Chicago has an annual vessel tonnage of 12,000,000 tons. Chicago is the healthiest large city in the world—the nation's greatest big city summer resort.

Chicago has a water front of thirty miles and an unlimited water supply. In 1859 Chicago used for all purposes 590,000 gallons of water daily. Chicago is now pump-

ing approximately 880,000,000 gallons of water daily.

Chicago's Municipal Pier, extending 3,000 feet out into Lake Michigan and costing \$5,000,000 is unequaled in this country. Not only is it a remarkable recreation center, but it indicates Chicago's preparedness to handle an increased volume of lake traffic.

Chicago's paved streets, parks and boulevards are proclaimed the world over. The remarkable advantages afforded our children for healthful play and for residents of densely populated districts to enjoy the fresh air astonish visitors to this city. Many of our small parks adjoin schools so the children can enter into healthy outdoor play as soon as they are dismissed from classes.

In 1850 Chicago boasted of seven schools with a force of thirty-five teachers presiding over the education of three thousand pupils. Today we have more than 300 schools and 8,883 teachers. The records last year showed 404,275 pupils enrolled.

Chicago has 549,810 families, or more than the cities of Cleveland, Detroit, Milwaukee, St. Paul, Omaha, Portland and Seattle combined.

Chicago's public properties are valued at \$118,570,291, equal to the public property valuations of the states of Alabama, Arizona, Colorado, Connecticut, Delaware, Indiana, Iowa, Kansas, Maine, Massachusetts, Missouri, Montana, Nevada and New Hampshire combined.

Chicago is the first city in the world in the manufacture of products for export.

Chicago is the nation's logical convention city. Chicago leads in housing accommodations adjacent to the business center. Chicago has 15,000 available rooms in the loop, while St. Louis, for instance, has only 1,500 available rooms.

Types and Their Pedigrees

By EVERETT R. CURRIER, Charles Everett Johnson Co.

Being craftsmen, I take it we are all interested in the creative side of our business as well as the monetary, and that we have a pride in our calling and a zeal for producing always better and better work.

With this in mind, I have undertaken to write on the subject of "Types and Their Pedigrees"—about those who designed the types we like best and where they got their ideas.

I think the best way to do this is to group my remarks arbitrarily into three periods of history:

First, the Manuscript period, first century to Gutenberg, about 1450.

Second, Gutenberg to Caslon, 1722.

Third, Caslon to the present.

The first period, of some fifteen hundred years, deals with the development and crystalization of all our alphabets, principally at the hands of scribes, all before printing types were invented.

All Types Roman

Though we now classify types as Roman, Italic, Gothic, Script, etc., all our types are really Roman, and descended directly from the Greek.

The first form was the capital, which apparently served all the purposes of language for the Roman Empire during the centuries surrounding the birth of Christ, and earlier. Think of our being limited today to the use of capitals!

It is interesting to note that the Greek letters from which the first Roman capitals or Majuscules were derived were very much in the form of the sanserif types of the present, which we misleadingly call "gothic." That is, they were of uniform thickness of all parts and sans, or without, serif. The great difference, however, lies in the fact that the Greek characters were very free in form, while our sanserif types (not now in "polite" printing) are mechanically and geometrically regular to the last degree. That is what makes our own sanserif types so really ugly, I think.

The finest example of Roman capitals is conceded to be that on the base of the Trajan Column in Rome, which were carved in the first century, A. D. They possess a degree of beauty no man since has been able to surpass and scarcely to equal.

It will be impossible for me to go into all the interesting details (such as I have been able to discover) of the evolution of the several letter forms that have come down to us. But I shall attempt to outline the main track clear down over the space of nearly two thousand years, to the types we have in our cases today, and justify, as well as I can, my choice of the topic: "Types and Their Pedigrees."

The scribes needed to write faster than the formal square capitals would permit. If the truth were known, they probably had their own troubles with what we are pleased to regard as a purely modern institution, the rush job.

Four Styles in Use

Fred W. Goudy, in his excellent book, "The Alphabet," points out that from the fourth to the seventh centuries four principal styles of characters were in use: the capital, of the earliest documents; the uncial, almost exclusively predominant after the fifth century; the cursive script in its various modifi-

cations as employed in every-day use; and, finally, a modified uncial, semi-uncial, which prepared the way for the later minuscule.

Uncials (from a term meaning inch-high) appeared in Italy about the second century, A. D., and came into general use in the fourth. They were pen forms, only slightly modified from the original capitals.

The scribes soon found it necessary to increase their product. The uncial writing was too slow, and the cursive too ordinary for good book work; so the form now classified as semi-uncial was developed.

A revival of learning, which took place in the eighth century, gave a great impetus to the development of letter forms, and the Caroline minuscule was evolved, which, together with the cursive hands, was the beginning of our lower case types.

From the eighth to the thirteenth century that form of letter which we now call black-letter or text, was evolved out of these earlier forms; and it is interesting to note that none of these intermediate forms between the Roman capital and the black-letter have survived as type forms, except the minuscule, finally evolved as our lower case.

The Second Period

We come now to our second period, that which began in Germany with Johann Gutenberg, and the first movable types, supposedly engraved for him by one Hans Dunne, about 1450. The thing Gutenberg naturally did was to copy what was to him the most popular or representative hand then used by the scribes, which was, as we know, a beautiful black-letter. Our Cloister Black is a direct representative of this original form.

The new art of printing quickly spread to Italy and France. It was carried by Sweynheim and Pannartz to Subiaco, near Rome, in 1457. They first used a beautiful but heavy Roman letter of strong Gothic tendency.

John and Windelin, of Spoyer, the first printers in Venice, in 1469, used "a very beautiful round character" (as it is described in "Early Venetian Printing," by Ferdinand Ongania), in imitation of the best Italian manuscripts. He also cut Gothic characters.

Nicholas Jenson, with whose name we are all familiar, was, however, the shining light of the period. He was a Frenchman and had been a master engraver in a French mint. He began in Venice in 1470 with a "round Roman more regular and elegant" than the Windelin type. The same year he engraved another font of Roman, more beautiful and elegant than his first. It is to this type more than to any other, apparently, that type designers of all good periods since have gone for inspiration, notably Garamond, in the sixteenth century; Morris, in the late nineteenth, and Goudy and Rogers in the twentieth.

Aldus Introduces Italic

The next great printer, perhaps the greatest of all time, to mark definite progress in the art of printing, was Aldus Manutius, who began printing in Venice about 1501.

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New York Industry Shows Lost Profit of \$17,906,476

Average Return on Business 2 1-6 Per Cent

Returns from the survey of New York's printing industry, just completed by the United Typothetae of America, shows some interesting conditions to exist in the Eastern metropolis. Among these is the fact that New York printers realized but 2 1-6% profit on a total of \$79,594,989 of business for the past year, which, at the standard profit, shows a loss in money of \$17,788,106.

Total costs for mechanical payroll, overhead and material purchases were \$77,906,476. The survey also showed a total of 56 plants operating the Standard Cost System and that the profits of these plants was 11.4%. Those not operating the system made a profit of only 1%.

These facts, together with those which follow, are given solely because they give a slight idea of the general condition of the industry throughout the country and a survey taken of Chicago's industry on the same basis would probably show the same results. To the Chicago printer and the St. Louis printer and those of the craft in Milwaukee, Cleveland, Cincinnati and elsewhere, we recommend that they study the figures carefully.

Some Things the Survey Showed

There were 797 plants surveyed; that is, there were that many keeping sufficient books of account to show their payroll, material purchases and sales for the period for twelve months preceding October 1, 1919, that period being taken to avoid including the two months in which the industry was practically closed down by the strike.

Private plants, trade composition firms and trade bookbinders were not included in the survey.

The following information was obtained regarding other plants not included in the survey:

Plants without any record.....	395
Plants out of business in 1919.....	117
Printing brokers.....	85
Plants doing no commercial printing.....	132
Plants moved—not located.....	97
Plants refusing information.....	67

The record of 395 plants keeping no accounting record is astonishing, and the owners of these undoubtedly wonder why the printing business for them is not as profitable as for others. That 117 plants went out of business in 1919, a good year for the printer with a cost system, is an object lesson which should not be lost by those without such a system.

Equipment in the Industry

The record shows 9,459 machines in the surveyed shops:

Typesetting machines.....	667
Platen presses (mechanical fed).....	625
Platen presses (hand).....	3,015
Cylinder presses.....	1,673
Cylinder presses (two-color).....	100
Web presses.....	110
Kelly presses.....	183
Other automatic presses.....	170
Cutters.....	1,028
Folding machines.....	341

The other machines were principally small binding machines. Of the cylinder presses smaller than 50-inch, 97 had mechanical feeding machines, and of those larger, 185 had them.

Number of Employees

In composing rooms.....	4,737
In typesetting machine rooms.....	1,209
In pressrooms.....	7,893
In binderies.....	4,586
	18,690
In office.....	3,609

Total.....22,299

Of the above 18,690 people employed in the mechanical departments, there were 2,527 females and 16,163 males.

Apprentices

The training of apprentices for the losses of men from

the trade and to provide for its growth is shown to be startlingly inadequate, as follows:

Apprentices in composing rooms.....	411
Apprentices in pressrooms.....	219
Apprentices in binderies.....	38

Total.....669

The average wage paid each man, woman and child employed in the industry was \$4.30 per day. If all the profit that was made in the industry was applied to each person employed, it would show that there was a net profit to the proprietors of only \$7.50 per person per month, which was produced on the cost of labor, overhead and material used, while the average monthly wage amounted to \$111.85. This is an exceedingly small profit on a total turnover of more than \$77,000,000 of production. If the proper profit from the standard rate of 25% had been asked by the printers on this enormous amount of cost, the above \$7.50 per person per month would have been \$83.85 or \$76.35 increase for each person employed, numbering 18,690.

Classification of Plants by Sizes of Payrolls

Of the plants which the Survey force visited the following shows the number in classes made up by the size of their payrolls:

No. Plants	Classification
43.....	Less than \$ 5,000
107.....	\$ 5,000 to \$ 10,000
87.....	\$ 10,000 to \$ 15,000
137.....	\$ 15,000 to \$ 25,000
136.....	\$ 25,000 to \$ 50,000
148.....	\$ 50,000 to \$100,000
82.....	\$100,000 to \$200,000
33.....	\$200,000 to \$300,000
22.....	\$300,000 to \$500,000
17.....	\$500,000 and up

The Business Showing of the Whole Local Industry

The 797 plants surveyed showed the following:

Payroll.....	\$25,084,490
Overhead expense.....	23,751,065
Material used.....	29,070,921

Total cost.....	\$77,906,476
Total sales.....	79,594,989

Profit.....\$ 1,688,513

The percentage of profit on cost represented in the above \$1,688,513 is only 2 1-6%.

If the proper profit were considered the loss is immense, as shown by the following:

Total cost.....	\$77,906,476
Proper profit, 25%.....	19,476,619

Proper selling price.....	\$97,383,095
Actual selling price.....	79,594,989

Lost profit.....\$17,788,106

The percentage of material to labor cost and overhead is 59 1-5%.

The investment in mechanical equipment in these shops is \$25,635,137.

The \$1,688,513 profit shown represents only 5.8% on the cost of material used, and absolutely nothing for mechanical payroll and overhead. That is, \$48,835,455 (the total of these two items of expense) was turned over without one penny of profit. All merchants and most manufacturers insist on a merchandising profit on materials alone of at least 25%, against which we have to set up only 5.8% on material only.

Relations in Percentage

The following relationship found will be of interest:

Relationship of overhead to payroll.....	96%
Relation of overhead to material.....	73%
Relation of overhead to cost.....	29%
Relation of overhead to sales.....	26%
Relation of payroll to cost.....	30%
Relation of payroll to sales.....	27%
Relation of payroll to overhead.....	101%
Relation of payroll to material.....	74%

The high percentage of overhead to payroll will surprise many non-cost system printers, yet comparison with that found in more than eighty other cities surveyed shows that

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Chicago, the Great Central Paper Market of the United States

By M. H. LUND of BRADNER SMITH & COMPANY

The Chicago Association of Commerce calls Chicago the "Great Central Market," to which we have added the word "Paper," because it is that, and furthermore, paper is the commodity in which every reader of this magazine is either directly or indirectly interested.

Printing and publishing really is a manufacturing business, because the printer takes paper—his raw material—and converts it into the finished product, which ranges in variety from 50 volume book sets to country sales bills and meal tickets. As a manufacturer, the printer has to consider three questions which are important factors in the successful operation of his plant: Facilities for obtaining raw materials, facilities for production, and facilities for distribution. It is the first of these to which we are to give our main attention.

Immense Stocks Available

Chicago probably offers printers and publishers greater and better facilities for obtaining their raw material than any other city in the United States. Such a statement may not go unchallenged, but it is supported by two main facts:

First, the immense stock available from the warehouses of local paper dealers; their merchandising and delivery facilities. Second, Chicago is the geographical center and logical market outlet for three great paper producing districts: Kalamazoo, the Miami Valley and the Fox River Valley.

In these three districts, paper of every description is produced in enormous quantities. Statistics are usually dry reading. The following figures are interesting, however, because they disclose the magnitude of an industry of which the average man and woman knows practically nothing.

Kalamazoo Tonnage 200,000 a Year

Paper produced in the city of Kalamazoo, Michigan, closely approaches a tonnage of 200,000 tons a year, of which about 60% is book paper. This means that this one city produces more than 1,200,000 pounds of paper every twenty-four hours. In comparing the statistics of the other two centers mentioned, with Kalamazoo, one must bear in mind that their mills are located in a number of different cities,

while Kalamazoo stands alone. It produces a greater tonnage of paper than any other one city in the world.

There are 28 mills in the Miami Valley, which are located in different cities along the Miami River from Urbana, north of Dayton, south to Cincinnati. "Everything but newsprint" is the slogan of the Miami Valley Paper Manufacturers Association, which, according to the secretary of the organization, C. R. Greer, is literally accurate. Everything from roofing and asbestos to tissue and the finest bonds is made in this valley. The annual output of the member mills is 473,000 tons. In addition, there are a few mills not members of the Association, whose output, added to this figure, would probably bring the total up to around 500,000 tons.

The Fox River Valley takes in the cities along the Fox River from Neenah and Appleton north to Green Bay. Definite statistics are not available from this district, but the information that could be obtained puts the combined daily capacity of some 30 mills located in this district at over 1,000 tons. This only takes in this particular valley. If the tonnage of the other Wisconsin mills were added, the total would be much greater, and the actual amount of paper produced would show the Fox River Valley to be one of the country's biggest paper producing centers.

Other market centers may claim nearness and easy access to one—or perhaps two, at the most—paper producing sections. But Chicago is right in the midst of paper mills, and connected with them by a great network of railroads. This is no time to boast of railroad service, but under normal conditions carload shipments from any mill in the Industrial West would reach Chicago in two to three days. Comparatively speaking, the distance is not very great, and Chicago, therefore, has quick service, because of the short haul and consequently lower freight rates. The saving in freight is quite worth while, when paper is bought in large quantities, as for instance, for large publications with a national circulation.

Of course, by far the largest percentage of printers do not buy direct mill shipments. The average



Railroads Give Quick Service

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Of course, by far the largest percentage of printers do not buy direct mill shipments. The average

print shop uses a large variety of different grades of paper, and in addition there are as many preferences for different sizes, different colors, different weights, different finishes, etc., as there are stars in the sky. It is out of the question for any paper mill to supply this varied demand direct. Here, the paper merchant steps in and fills the gap between the mills and the printers in a way that makes him an economic necessity in the distribution of paper.

He buys the products of many different mills in large quantities, and stocks them so that a printer in Chicago, for instance, simply reaches for his telephone and places his orders without leaving his desk. If he calls this afternoon and orders some cover paper made in the East, blotting paper made in Virginia, book paper made in Kalamazoo, and bond paper made in Wisconsin—all of it will be delivered tomorrow morning to his door, without any additional charge. Supposing he had to order the different grades of paper direct from the mills where they are made. When would he get them, and what would be the cost?

Dealers Carry 10,000 Items

After you figure it out, you will probably be convinced that the paper merchant is the only satisfactory connecting link between the paper mill and the printer. He carries from one thousand to ten thousand different items on hand, from which he can supply on short notice the many and various demands of printers and their customers. It requires an enormous capital to do this, not only for paper, but also for warehouse space, for help, packing and delivery. All this entails expense, but this expense is distributed over the products of so many different mills and over so many customers that it is less expensive for the mills to sell through the paper merchant, and less expensive for the printer to buy from the paper merchant, than for the mills to sell direct to the printer.

Competition Means Better Service

Chicago has developed some of the greatest paper merchandising institutions in the United States. The combined stocks of all are enormous. There are literally mountains of paper stored here. If one merchant doesn't have the particular paper the printer has to have, there are a dozen others who are likely to have it. Seldom, if ever, is a stock unobtainable. It is a worth-while advantage for any printer not to be dependent upon a single source of supply, not only from the standpoint of getting paper, but also in getting service.

At any rate, competition always makes for better service. A merchant has to give service to get business in normal times, and when there are some fifty different sources of supply, it stands to reason that the printer can only benefit by having more than one house make a bid for his business.

Just a word about the distribution of paper from Chicago to other points in the Industrial West. Chicago is the greatest railway center in the world. If the ancient sage who coined the proverb: "All roads lead to Rome," were living, now, he would probably take that back and say that all railroads lead to Chicago. This gives the city the best possible service for outgoing as well as incoming freight. When we don't struggle with railroad strikes, a train arrives or leaves Chicago every minute of the day. Not a few of these are freight trains, carrying goods to all sections of the United States.

Deliveries Beat Those of New York

Let us also call attention to a remarkable achievement of the Chicago Association of Commerce.

This enterprising body of business men has organized freight shipments from Chicago so that 2,500 package cars leave Chicago every day, each one loaded with merchandise for one specific town only, and each one, therefore, going direct to that town, without delay of any kind.

By means of this system, Chicago shippers can reach points which are closer to New York than to Chicago much quicker than they can be reached from New York. For instance, Pittsburgh is reached from Chicago in two days; Buffalo, in three days; Birmingham, in three days, etc. This, of course, in normal times. This system is absolutely unique in its scope, and possible only in a city centrally located and large enough to have sufficient freight tonnage moving to as many towns each day to fill up a separate car.

The natural advantages which make Chicago the Great Central Paper Market of the United States, also make it a wonderful market for the finished product of the printer. Take a look at the map in the center of page 20, which is used by Ben Franklin Monthly to show the scope of the Industrial West. It shows, roughly, where paper is produced. But now consider the territory included by this circle, from a selling standpoint. It must have been somewhat of a problem for the editor to decide just how large to make this circle; but he did make it large enough to include the best part of the United States, with Chicago as the center. It would be difficult to find any other spot as the center of a similar circle of the same size, that could approach the great Industrial West in commercial, industrial and agricultural importance, square mile for square mile.

Same Advantages Give Printer Opportunity

In this Industrial West there is not only an abundance of raw material—or paper for the printer; there are also wonderful opportunities for developing business. When printing only supplies a want, the market necessarily is limited. Creating a want through creative printing, or, as the United Typothetae of America recently expressed it, "making two blades of grass grow where only one grew before," is a much larger opportunity and the Industrial West is the field in which it may be cultivated, with Chicago as the logical center.

Chicago facilities for production, and Burleson's great scheme for making it the logical mailing center for magazines of national circulation, will be taken up by others. These, with the advantages here outlined, will undoubtedly make Chicago the greatest printing and publishing center in the world.

W. F. Hall Printing Company Wins

W. F. Hall Printing Company last month won the bowling tournament of the Chicago Printers' and Paper Dealers' Bowling League, after a strenuous season, in which all eight of the teams developed stars and made the games interesting through close competition for first place.

The final standing of the league is:

Teams	Won	Lost	Pct.
W. F. Hall Printing Co.	63	21	750
A. R. Barnes & Co.	56	28	667
The Paper Mills Co.	51	33	607
J. W. Butler Paper Co.	50	34	598
Poole Bros.	47	37	560
Rogers & Co.	43	41	512
Toby Rubovits.	24	60	286
Moser Paper Co.	20	64	...

What the Postal Zoning System Did For Chicago

By AL CHASE, Chicago Tribune

Once in a great while the gentlemen in our national capital make a law which is supposed to benefit the entire nation and which works to the great good of one particular district. Chicago, it happens, has seldom been the lucky victim of such legislation.

But when the postal amendment was passed by congress, separating for mailing purposes the text of magazines from the advertising carried, and zoning the entire nation, old Dad Dearborn was given a business melon which promises to be about the juiciest ever.

The first and most important result is that Chicago is rapidly becoming the printing and publishing center of the country and promises to be the greatest magazine printing center in the world, in time.

When eastern magazines with circulations of 1,000,000 and 2,000,000 can save over 2 cents postage on each copy by having their printing and mailing done in Chicago, the total saving is something worth while. For instance, one of the largest magazines for women, with a circulation of over 1,500,000, is negotiating to print half its edition in Chicago, the other half to be printed in the east, as at present. They figure that \$180,000 annually will be saved in postal charges.

The average weight of the larger magazines is about one and one-half pounds. Some of the big

women's magazines weigh more. At least half of this represents advertising, on which zone charges must be paid. And mailing a pound and a half magazine to the first and second zone from Chicago instead of from the east, will save approximately one and one-half cents per copy at present. After July 1 it will save about two and one-fourth cents per copy. Next year the saving will be still more.

Another consideration that is bringing magazines to Chicago is the fact that printing and mailing here gives them often as much as a full additional week to accept advertising. The magazines printed in New York must leave Manhattan twelve days before the date of the newsstand release in Chicago. By printing half of the edition in Chicago the magazines can leave the plant two days before newsstand date and be on time anywhere in the Chicago zone.

The saving in postage on magazines applies to an even greater extent on mail order catalogs. While the reading matter in magazines goes at publication rates and is free from the zoning system, the entire mail order catalog must be mailed at parcel post rates. For this reason the National Cloak and Suit Company, the Charles Williams Stores, Bellas Hess, and other large Gotham mail order concerns, are having their catalogs printed in Chicago by the Hall company, R. R. Donnelley & Sons Company, the Cuneo-Henneberry Company, and others.

Office Procedure and Conventions

By JOHN E. ALLEN

It really is platitudinous to say that many heads are better than one. Every thinking person knows that the counsel of several intelligent beings is much more to be desired than is the opinion of only one man. Yet a great many people overlook the fact that there is a good chance in nearly every business to get the advice of the different members of the various departments of the business on subjects of vital interest to the success of the enterprise as a whole.

One large company connected with the printing industry knows the advisability of having the co-operation of the various members of the different departments of its organization, and sees to it that a meeting of a representative number of its employees is held regularly once a year.

Persons from all branches of the enterprise take part in the annual conventions. The salesmen, the advertisers, the executives, and the actual producers are represented. Formal addresses and informal talks are featured. Points of view are expressed and exchanged. All the different departments of the business become acquainted with things which otherwise might have escaped their attention altogether, or at best have been but indifferently appreciated. Little uncertainties are cleared up. Plans for the future are outlined and discussed. A campaign of operations is laid out and the attention and efforts of the different branches of the business are concentrated upon the performance of living up to the schedule determined upon.

In advance of each yearly meeting of the various

members of the organization, a program of speeches and talks is prepared. Usually the little printed program leads off with a quotation from one of the higher officers of the company. The quotation is appropriate to the occasion and ordinarily is of an uplifting nature. The title of each respective address, together with the name and designation of the speaker, is printed toward the top of the left-hand pages of the program. On most of the remaining right-hand pages appears the solitary line, up near the top of the sheet: "Notes and Comments." Under each such heading are to be placed by the respective listeners the high spots in each of the addresses delivered during the course of the meeting. If any of the listeners desires to have something he has made a note of cleared up before adjournment, he is given the privilege of putting questions to any one present. But when provision was made for the accommodation in the program of these "Notes and Comments," it was intended that the pages so headed should be used primarily for the recording of matters to be gone into more thoroughly at later dates by the ones doing the recording.

It is suggested that those printing houses which have not been in the habit of having conferences at least once a year, give some thought to the matter, and that these firms and those who already follow the plan of holding regular meetings among their various departments, think over the proposition of including the "Notes and Comments" pages in the programs prepared for the gatherings.

Franklin Typothetae Welcomes All

Big Chicago Organization Always ready to Aid in Betterment of Printing Industry

By JOSEPH A. SINGLER, President Franklin Typothetae of Chicago

Chicago is destined to become the printing center of America. That time, apparently, is not very far off. We now have the largest organization of employing printers in America, and are constantly growing in numbers and activity.



JOSEPH A. SINGLER

The Franklin-Typothetae has made immense strides during the past two years. The members are unselfishly devoting time and money to the betterment of the printing industry and to placing our honored calling on a higher plane. Consequently, we no longer grace the bottom of the financial ladder, as we did a few years ago.

Two short years ago we had 320 members; now we have 465 and more are being added at every monthly meeting. A few years ago about 20 members were able to send in their annual cost reports (Form 9 H), and now five or six times as many members respond with their reports.

Cost Staff Best in Country

Our cost accounting staff, consisting of three expert cost accountants, is kept constantly busy installing cost systems, and printers who are good business men no longer guess at their manufacturing costs.

Our "Group Plan," recently launched, is going to prove of great benefit to all members. The various groups, consisting of the Catalog group, the Commercial group and the Central Job group, have formulated and adopted trade customs that cannot but help to put the printer on a firm footing in his dealings with his customers. Trade practices that protect the printer, but which in the past have had his lukewarm support—if at all—will now become recognized as good business and eventually become established in law.

Each group is now preparing a schedule of selling rates (based on composite costs in the plants of its members), also a recommended price of the various printing operations entering into the manufacture of a catalog, etc. This is naturally bound to make more uniform all estimates on catalog and commercial printing and is sure to have a most favorable impression on the customer.

Prices Stabilized

Under this plan all active members of each group will estimate on the same basis, the only real variation being in the number of hours of the different operations.

Under normal conditions there is an abundant supply of printing craftsmen (compositors, pressmen and binders) to draw upon. The Typothetae (open shop) division is successfully conducting an apprenticeship school for compositors, and these students are always in demand by the open shop members, as the training they receive is an assurance they will become first class workmen.

The apprenticeship committee of the Franklin (closed shop) division is working on a plan to increase the number of apprentices in the shops of its members and an adequate supply of experienced workers to take the place of those that drop out seems assured.

Welcome for Newcomers

The Estimating School conducted by our association has finished its course and it is a source of gratification to our members that we will graduate the largest class in the history of the U. T. A. Undoubtedly, splendid returns will be the result of this educational work, and Chicago printers are bound to feel the effect in the very near future.

We look forward to a constant improvement in printing conditions and more harmonious relations with one another, due to the splendid educational work of the U. T. A. and the Franklin-Typothetae, and will welcome most cordially any newcomer to our midst.

Many Exhibits from Industrial West

The following entries from the Industrial West have been listed in the Graphic Arts exhibit being held in New York this month. Brown, Blodgett and Sperry, St. Paul, catalogs, folders, display cards and color printing; J. M. Bundscho, Chicago, booklets, stationery, folders, advertisements and color printing; Caxton Company, Cleveland, catalogs and booklets; George K. Hebb, Detroit, catalogs, booklets, folders and posters; Dean-Hicks Company, Grand Rapids, color printing and display cards; Lithuanian News Publishing Company, Chicago, books, calendars, cards and color printing; Saturday Night Press, Detroit, books, catalogs, stationery and color printing; Sullivan Printing Works Company, Cincinnati, calendars, and James H. Rook Company, Chicago.

Efficiency in the Printing Plant

By E. L. WILSON

Production and Efficiency Engineer for Printers

Chicago printers are paying their workmen the highest wages in the world. The Chicago workmen, always acknowledged as ranking high in production, has an average individual efficiency of less than 55%. One has the right to expect, and should get from both his organization and equipment, at least 75%.

With a 55% organization, and a 45% equipment, it is possible to double the output of practically every printing plant in Chicago.

Four Elements in Efficiency

Now this is not to be accomplished, as they used to say of the slight-of-hand trick, by a simple twist of the wrist. It requires the exercise of good judgment, patience, ingenuity, and, above all, the determination to build for production. Production is controlled by four elements: Housing, Equipment, Layout and Organization.

While only a very small per cent of the printers can ever hope to reach the point where a building can be constructed and maintained for their sole occupancy, they may be able to get some slight degree of comfort from the fact that the perfect building for a printing plant has not yet been constructed. Invariably there are details lacking, only brought into prominence as the equipment is being installed. The constant improvement in printing machinery, the change in the method of performing operations, and additions to the equipment necessary to take care of the normal growth of business, are all reasons why a perfect building would not long remain in that class.

It is good practice in a building of two or more floors, to classify the operations, and allot space in sequence of operations, beginning at the top, so that the finished product reaches the ground floor ready to ship. There are instances where this is sacrificed in the effort to get a firm foundation for the presses on the first floor, in the belief that it gives a longer lease of life to the machines, permits of higher speed, and produces more perfect work; all of them insufficient reasons for sacrificing the efficiency that would result from the proper location of this department.

Space on Each Floor Important

In selecting a building for a printing plant, it is not enough to know that there is available 30 or 40 or 50 thousand square feet, but how many floors, and how many feet of floor space to each floor. This, by reason of the fact that there are logical divisions for the operations of printing, a deviation from which in either direction means a loss in production.

Facilities for the storing of stock is one of the points that is likely to be overlooked. More than ever are the printers required to protect themselves from the constantly fluctuating paper market, by keeping on hand a good supply of the kind most frequently used, especially for publications and catalogs that are printed at stated intervals. This space must be adequate and in as close proximity to the pressroom as possible.

Elevator facilities should receive careful consideration. It is usually found that what you feel should be sufficient, if multiplied by two, will about handle the load without confusion, except in the rush hours. There is nothing that will shrink profits like inadequate elevator facilities that keep equipment and high-priced help waiting for supplies.

In considering the housing problem, there are two factors important to production that you can control, regardless of the quarters occupied—lighting and ventilation.

Production Increased 30% by Proper Lighting

Production in a poorly illuminated plant may easily be increased 30% by the substitution of proper lights. With the high power bulbs and special reflectors, a system of general lighting, supplemented by direct lights when necessary, will give excellent results. By a careful selection of the type of reflector, and a little ingenuity in placing them, the general lights will eliminate all shadows and give adequate illumination for hand operations in any part of the room, and the maintenance cost will be less than with the old style individual drop lights.

Tests to determine the relation of lighting to production were made by the lighting division of the Edison Company recently, and aroused considerable interest because of the care with which they were conducted. These tests showed an increased production, under improved lighting conditions, of 20%.

No argument need be advanced in favor of good ventilation. It is to well known that a vitiated atmosphere produces a sluggishness that is an enemy of both quality and production, besides impairing the health of employees.

Installing a system that will keep the air pure is one of the little inexpensive things that will give your plant a reputation among workmen.

There are experts in both lighting and ventilation who will give you the benefit of their experience and research, and whether you carry out their recommendations or conduct experiments of your own, you will benefit in increased production.

Equipment Most Important

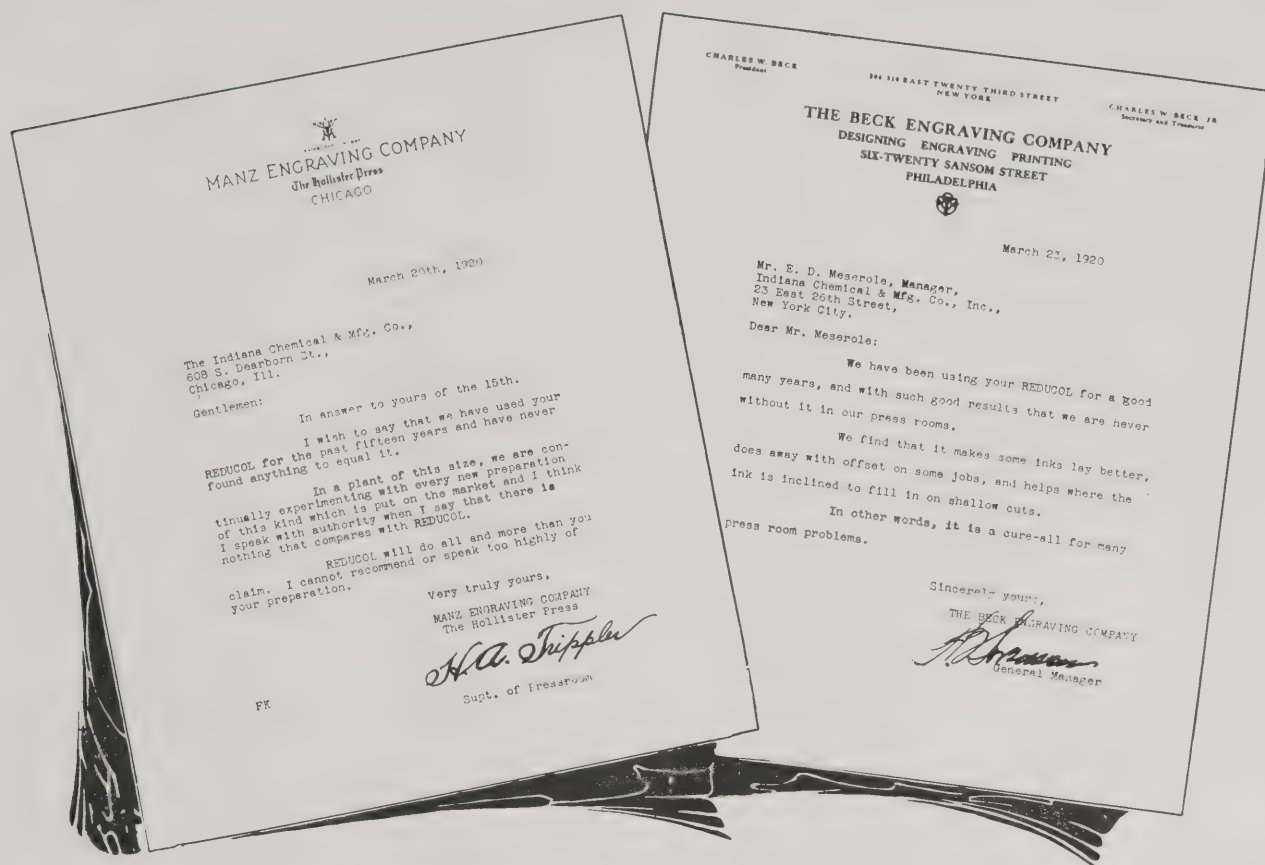
Of the four elements mentioned as controlling production, that of equipment will most readily yield the largest and most immediate return.

It is unfortunate that there can be given only a few general rules for guidance in an analysis. The first part of your problem was worked out for you by your national organization when it devised the Standard Cost System and thus placed in the hands of its members one of the first principles for efficient management, adequate records.

Production records, together with good judgment, must be depended upon to point out deficiencies. No two plants are similarly equipped or handle the same class of work. What would be a normal out-

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When You Know What These Men Know About REDUCOL You Too Will Use It—Regularly. Read What They Say:



REDUCOL

Means
More Printing
Faster Printing
Better Printing
at
Lower Cost



Among the leaders in their field, Manz and Beck can not afford to guess. Nor can they stand still on past performances. They must always seek for something better. Mr. Trippler, of the Manz Engraving Company, says that since adopting REDUCOL, fifteen years ago, he has been trying every new reducer put on the market—but he has *never found anything to compare with REDUCOL.*

REDUCOL is the original reducer with a paste base. It cuts the tack out of the ink without affecting the body, softens it instead of thinning it. Does not affect colors. Gives impressions an excellent surface for perfect overlapping. Distributes the ink better. Gives 10% to 25% more impressions. Saves time and eliminates much of the slip-sheeting and wash-up during the run.

If you are not using REDUCOL (most of the good printers are) you are working under an unnecessary handicap. Why not send for 5 or 10 pounds as a trial order and see what it will do for you? Price 65 cents per pound. If results are not satisfactory, we will immediately cancel our charge for the trial shipment.

INDIANA CHEMICAL & MANUFACTURING COMPANY
Dept. F-5, 135 S. East Street, Indianapolis, Ind., U.S. A.

23-25 East 26th St., New York City

608 South Dearborn St., Chicago

Pacific Coast Agents: GEO. RUSSELL REED CO.,
San Francisco, Seattle, Portland

Canadian Agents: MANTON BROTHERS
Toronto, Montreal, Winnipeg

Chicago, the Printing Center

By Luther C. Rogers, Chairman Board of Directors

ROGERS & HALL COMPANY

Men of vision have for years been saying that Chicago will eventually become the largest business center in the Western hemisphere. There are facts and conditions leading and compelling able minds to this conclusion. In the field of printing, the reasons for this prediction are not hard to find.

Location has much to do with commercial supremacy and so Chicagoans can congratulate themselves that the early missionaries and traders, upon arriving at the mouth of the Chicago river, paused and visioned a future great city. Also, that the Government had the foresight to select this one best spot on which to locate Fort Dearborn and give birth to a city of which Chicagoans are proud and the world respects and admires. Chicago is near the geographical center of the country. Railroads run to and from the city in all directions. Situated on the Great Lakes and on the divide between the Mississippi and St. Lawrence rivers, with the present waterway improvements and other waterways projected, it has its transportation problems solved. Therefore, Chicago's central location, with so many avenues of approach is a strong factor towards making and maintaining it as the great printing city.

Less Labor Trouble

I have been told that there are more people within 800 miles of Chicago than within a like distance of any other city in America. This not only makes Chicago the great commercial clearing house, but it has much influence on the labor situation. Chicago is a central attraction for labor. Her breeziness, her activity, her open-handed ways, her determination to win, all attract labor, and it is a fact that there is less real labor trouble in the printing industry in Chicago than in any other center. Again, aside from the attraction for labor, the great labor market of the country is here.

There are many fundamental reasons for the wonderful growth of the printing industry in Chicago. Contiguous to this city is perhaps the largest paper making district in the country. Within a comparatively short radius are manufactured all the kinds of paper which are or need be used in printing, advertising and publishing. This affords a wide range for selection and a prompt supply.

Cost of Mailing Less

The cost of mailing, whether magazines or catalogs, also favors Chicago. The zone rate makes Chicago the geographical, economical and natural printing, publishing and mailing center. Add to this the remarkable transportation facilities, both by rail and water, and it is readily seen why publishers are locating here in numbers and also why so many manufacturers and businesses are having their catalogs and other advertising handled and printed in this progressive city.

The capacity of the plants now located here is so vast that figures would hardly be believed. Taken individually or collectively, the printing plants in Chicago are recognized as being in a better position to assume larger responsibilities than those of any other city in the United States. The tendency seems to be toward attempting larger things with the quite logical result that costs are reduced through greater economy in production. The management and plants are already experienced in doing the larger things.

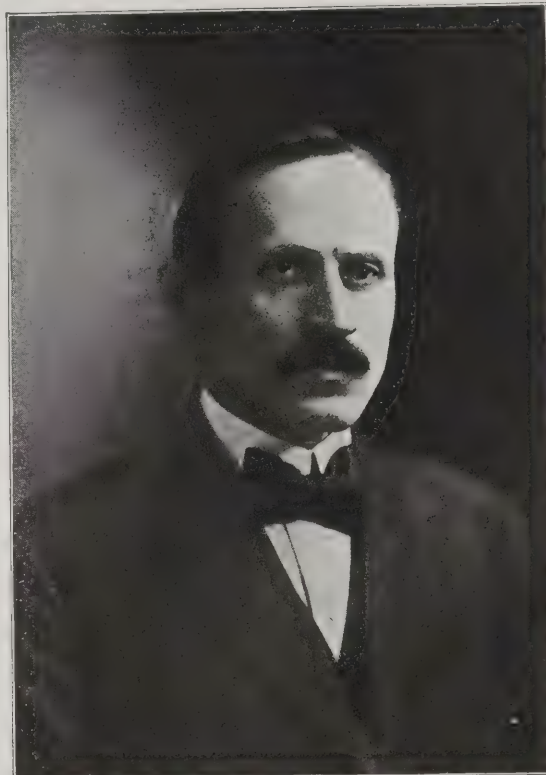
Again, some of the most efficient printing machines and equipment are manufactured in and near Chi-

cago. This is an asset for the printing industry, because it makes possible more perfect repairing, quick moves for replacement, enlargement and improvement.

Mail Order Business Important

Chicago is noted as being a pioneer and "giant" of the mail order business. This, of course, calls for a great volume of printed matter and was and is influential in making possible the great printing establishments which are now attracting customers from coast to coast. The very fact that the mail order business has grown and prospered to such a large extent here, is a sure indication that Chicago is the logical industrial center of America. Since business cannot prosper under present-day conditions without printing, it inevitably follows, that as Chicago business grows the printing industry of Chicago must grow apace, and as it grows it of course becomes more efficient and offers greater

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LUTHER C. ROGERS

Stationers Change Date

Information from International Rotary headquarters relative to the Vocational Section meeting in International Rotary, which was scheduled for the Saturday of the week of the Convention at Atlantic City in June, changes the date of this meeting to Wednesday night of the same week, making it possible for many stationers and office outfitters to attend the meeting who would have otherwise not been able to remain over for Saturday.

Charles L. Mitchell, secretary and sales manager of Crane & Company, Topeka, Kansas, who is chairman of the Vocational Section, would appreciate being advised by all stationers and office outfitters who intend going to the convention, advising whether they are in favor of holding the Vocational Section meeting and whether they will attend.

Kerr-Whitmire Company Moves

Kerr-Whitmire Typesetting Company, formerly located at 621 Plymouth court, Chicago, moved on May 1 to the sixth floor of the Printers' Building, 732 Sherman street. The company will add two new Linotypes within the next month, and when these arrive will have one of the most modern plants in the city. The telephone numbers at the new location are Wabash 7192-3-4.

Joyce, Kane & Albrecht, 522 South Clinton street, Chicago, have recently added considerable new equipment, including a new Miehle press and a Seybold power cutter.

St. Louis to Have U. T. A. Convention

St. Louis will have the honor of entertaining the delegates to the next convention of the United Typothetae of America, to be held Monday, Tuesday, Wednesday, September 13, 14, 15. The date and place was decided on at the meeting of the Executive Council, held at Chicago headquarters the first week in April.

Colorado Company Reorganizes

The board of directors of the Out West Printing and Stationery Company of Colorado Springs, met April 13th and effected the reorganization made necessary by the death of their president, Charles B. Ferrin, on April 7th.

Appointments were made as follows: William Mason, Jr., formerly vice-president, was elected president; Percy Danks, formerly secretary of the company, was elected vice-president and general manager, and E. F. Greenwood, formerly treasurer, elected secretary-treasurer.

T. R. Williams, of the Pittsburgh Press, was elected president of the American Newspaper Publishers' Association at its convention in New York, April 23.

The annual election of officers of the Franklin-Typothetae of Chicago will be at the June meeting, which will also be the last held during the summer months.

Chicago's New Printing and Publishing District

We desire to submit for the attention of publishers, printers and allied trades the many advantages of the South Side Publishing and Printing District. Situated between 18th and

26th Streets, Michigan Avenue and the lake, it is but ten minutes from the loop, yet avoids the noise, smoke, dirt and exorbitant rentals of the more congested business center.

That the District is peculiarly suited to the Publishing and Printing trades is evidenced by the following list of firms that are now located or own property there:

R. R. Donnelley & Sons Co.
Columbian Colortype Company
American Book Company
Butterick Publishing Company
Thomas Charles Company
D. Appleton & Company
The Century Company
Dealers Record Company

D. C. Heath & Company
Houghton, Mifflin & Company
Henry Holt & Company
University Publishing Company
American Bank Note Company
Rogers & Company
Ginn & Company
The MacMillan Company

A. J. Nystrom & Company
The Prang Company
Atkinson-Mentzer & Company
Wartburg Publishing House
Educational Publishing Company
J. B. Lippincott & Company
Charles E. Merrill & Company
World Book Company

The Lake Front Development bond issue has just been passed and includes the money to be used in the widening of South Park Avenue and the extension of 22nd Street. These two streets will converge at 23rd Street and cross over to the Outer Drive, as part of the Chicago Beautiful Plan. Work will be started this Summer, and it is our opinion that these improvements will give the district an impetus that will result in rapidly increasing values. Choice sites will be greatly in demand and we advise securing a location now, even though your present quarters may be under lease for some time to come.

WE SPECIALIZE IN THIS DISTRICT, AND WILL BE GLAD TO SERVE YOU

Ask for GEORGE F. ILIFF

BOWES REALTY COMPANY

Phone Main 2181

Conway Building

CHICAGO

Chicago's Lithographing Industry Ranks Among First in America

By JOSEPH DEUTSCH, Edwards & Deutsch Lithographing Company

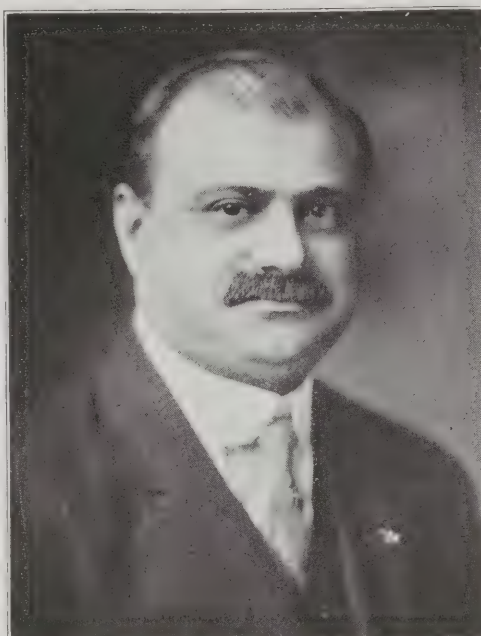
The possibilities of Chicago's Lithographing Industry—an industry employing nearly twenty-five hundred men in forty-two plants, whose equipment is valued at over six million dollars—are plainly becoming apparent to the leading and most important national advertisers and purchasers of lithography, some of whom have considered it advantageous or necessary to have hitherto looked for such work to lithographic plants of other cities, particularly some of the larger and older ones located in the East.

It is only natural that this condition should come about, as evidenced by the increased production of the respective plants annually, for Chicago is enabled to offer so many advantages and prove conclusively its claims that it will ultimately become the logical center for lithography, just as it is now acknowledged to be the printing center of the country. Aside from the splendid equipment of its many progressive plants, operating nearly two hundred and fifty machines of various types, among which are included a large number of the most modern multi-color high speed rotary and offset presses, which, after all, counts for little in an art where the skill of the workman counts for most, the very location of this city makes it logical that lithography should be done here.

The nature and size of lithographic orders in general, especially color work, such as editions of millions of booklets, thousands of 24-sheet posters for billboard display—a national billing involving from 20,000 to 30,000 posters, of which the finished weight averages three pounds a piece, bulky cutouts, a national showing of street car cards—100,000 in number, in most instances—one prominent advertiser ordering this quantity monthly of a Chicago lithographing concern, annual editions of hundreds of thousands of calendars, window trims, comprising many sections, and a national showing running into very large editions, makes it necessary that they be sent from some central location in order to lessen the heavy transportation costs and expedite the time of deliveries, and it is for this very reason that the most important national advertisers, irrespective of the location of their own establishments, general offices or advertising agencies, in almost every line of manufacture, are now choosing to have their lithography done in Chicago.

The lithographers of this city number among their regular clients the leading clothing, cracker, bread, tobacco, paint, milling, shoe, etc., manufacturers of

the country. In fact, there is hardly an advertiser of national importance using lithography who does not avail himself, at some time or other—and a large number of them regularly—of our establishments' excellent facilities and the advantageous location of our city, to fill his wants in our line.



JOSEPH DEUTSCH

Since the workmanship of Chicago's plants now ranks foremost in the country—although it is admitted there was a time when it did not—and the ideas of Chicago lithographers and their artists have been proven among the most original and unique at the advertising exhibits of the Associated Advertising Clubs of the World, at Philadelphia, Chicago and St. Louis during the past few years, it then becomes not so much an element of ability to produce the highest class of work, for that has already been proven beyond doubt through the many examples of superior lithography produced in our plants, as it is to be able to execute that work—and in some instances at less cost—in a centrally located city, so that it can be delivered within a day or two thereafter in all parts of the country, and without question at lesser cost of transportation.

It is on this very account that the leading mail order houses of the country in particular, as also many of the leading magazines and periodicals, have selected Chicago printing plants to do their work at an enormous saving in mail rates or express transportation.

While it is admitted that even now some Chicago advertisers must necessarily have their work done in other sections of the country, mainly through inability of our plants to take care of it, this is largely being overcome through the increased efficiency of the local plants and the fact that the workmanship has been proven to equal that of any other city in the United States.

When I first intimated that the possibilities of this city have only been touched from a lithographic standpoint, I do not hesitate to state and make the prediction that to the Chicago lithographers in time will come the major portion of the work which is now being done "outside," and in addition the work of many advertisers not located in the city, who have not yet become thoroughly imbued with the idea of making the change from the lithographer regularly doing their work for years past to a Chicago firm quite as capable of producing it in an equally satisfactory manner and at a great saving in cost and time of distribution. That Chicago is a

great factor in the amount of lithography done in other cities, is evidenced by the fact that twenty-six out-of-town organizations maintain branch offices here for the purpose of soliciting business from Chicago advertisers, and it is conservatively estimated that lithographic orders totaling approximately \$7,500,000 were secured by these branches and produced in the establishments of their respective companies during the year 1919. All of this only shows the possibilities in store for Chicago. The capacity of the Chicago plants at the present time apparently totals \$12,000,000, this figure representing their combined production during 1919.

To all of these reasons for the "why" and "wherefore" of Chicago's scheduled increase in such business must be added the fact that within a radius of 500 miles of this city, there are located over two-thirds of the national advertisers, including the automobile manufacturers of Detroit, Toledo, Cleveland and Wisconsin, the packers of Chicago, Kansas City and Omaha, the cereal manufacturers of Minnesota, the brewers of St. Louis, Milwaukee and other large cities, as well as our own local ones, now using a large volume of lithography to advertise non-alcoholic beverages; the machinery, hardware and leading houses in almost every line of manufacture, located throughout the many cities of the Industrial West.

If any further proof of the quality of the work Chicago is capable of doing is needed, or of its ability to do it more expeditiously than plants located in other cities, the very fact that Chicago establishments did such a large proportion of the war campaign work should convince anyone capable of judging true lithography; one Chicago plant alone, for instance, produced a total of 86,667,477 pieces of advertising matter for the U. S. Treasury Department War Loan Organization, in addition to 1,326,863 one-sheet and half-sheet posters in from two to eight colors each for the American National Red Cross drives; 1,583,020 pieces of advertising matter for the U. S. Fuel Administration; 1,848,860 individual pieces for the U. S. Food Administration; 50,746 half-sheet posters in eight colors, for the Salvation Army; 524,800 half-sheet posters, in four colors, for the Knights of Columbus and for the United War Work campaign of the Y. M. C. A., 13,840,700 small window emblems, in addition to all of which this same company produced a total of 525,000 one and half-sheet posters for other government war activities, including the War Savings Stamp drives, the War Camp Community Service campaign, the Soldiers and Sailors Library Fund campaign, and the Patriotic Food Show campaign.

When it is considered that other Chicago concerns shared in this great work, it can readily be understood what an important place this city had in making successful all of the war campaigns. The total of such work produced in the city of Chicago probably totals one-quarter of the vast amount done in the entire country.

It is these same campaigns, which were so successfully carried out, that have demonstrated the value of advertising and which are largely responsible for the great increase in the printing and lithographing business.

As mentioned before, lithography depends a great deal on the quality of workmen doing the work, and in this respect Chicago is particularly fortunate. The fact that this art is an Old World process, and that many of our Chicago workmen

first learned it in Europe, makes it possible that this city can do such work, as well, if not better, than any other.

There is hardly any need of pointing out the value of lithography for advertising purposes. Its rapidly increasing use should convince anyone that those who use it have found it efficient as a business builder. The war campaigns have proved its worth. The poster campaigns of big business show that the value of this medium is recognized.

Among the reasons why it is so efficient is the fact that the great number of colors used make it possible to portray with lifelike reality, the qualities of the article to be sold, whether it be a suit of clothes, a motor car, cans, packages, bottles or bags of any product, no matter what its nature. That it can be used to reproduce any article in its natural size, is another important factor in selling the general public. The unusual contrast of color and the unusual pictorial effects possible, command attention, and when the attention of the right person is reached, it goes a very great distance toward selling him.

Lithography is an art, borrowed by business. Its operators must be artists. The whole atmosphere and surroundings of lithography are artistic. The workmen are trained to work to artistic standards. The process is in itself fitted to execute work bordering very closely upon that art which is personal expression. It is more flexible than the three and four-color processes, and the number of colors and tints which may be employed is not limited.

The truthful portrayal of any article of merchandise is readily accomplished by lithography, and in modern merchandising methods today lithography plays a most important part—almost any effect desired may be produced by the lithographer.

The trend toward lithographing is one of the interesting developments in the train of the halftone. The multi-color processes have aroused appetite for high-class color work for advertising purposes, which have not been found to be competent to entirely satisfy. Excellent as is much of the multi-color work, much of it remains below the standard it has created.

The lithographing industry is such that it must be located in centers of industry. Not only is the cost of equipment such that the number of plants is more limited than in any other branch of the graphic arts, but the demand for such work originates in these concerns. That Chicago lithographers now control the greater proportion of the work originating in the third largest city of the world and are also doing hundreds of thousands of dollars' worth of work for other cities, is proof enough that Chicago can be classed as not only a "center" of industry but a "center" of lithography as well.

And as the days go by and the competition of merchants and manufacturers, now overloaded with business, becomes keener and keener, there will be a still greater increase in the use of lithography as a sales agent. Chicago plants are now preparing for that time. They have the equipment and the workmen, and equally as vital, they are so located that few important cities in the United States are over three days distant by rail. Poster campaigns can all be worked out in one plant, the finished product can be shipped direct from the presses to every point on the compass where the posters are to be used, and the saving, not through cut prices but in actual service, soon convinces the most skeptical that Chicago is the place to buy lithography.

Two J's Operate Modern Composition Plant for Chicago Trade

Growth of Just Typesetting Company Shows Possibilities of City. Equipment of Trade House Makes it Possible for Printers to Handle Any Size or Class of Work



A View of the Business Office



Charles L. Just



George C. Jager

One of Chicago's most modern, and in a sense, newest trade composition plants, is that of the Charles L. Just Typesetting Company, which moved March 1 from 70 East Twenty-second Street to 218-220 South Clark Street. At its new location the plant occupies the entire third floor, and with more than five thousand square feet of floor space and equipment to meet every need, the company is meeting with great success.

This is not alone due to the fact that it is centrally located, and of easy access to the many hundreds of plants within a radius of a mile of its door, but is very largely due to its two owners, Charles L. Just and George C. Jager, both of whom have had years of practical experience in the Printing and Trade Composition business, and are well known throughout the industry of the country.

The plant itself is the outgrowth of the

Akers Typesetting Company, which was bought by Mr. Just and Mr. Jager on December 5, 1919. The plant was incorporated seven days later, when on December 12, incorporation papers were granted for \$50,000. With its incorporation came the decision to move the plant to the Loop district and to enlarge the plant to almost three times its size at the time of purchase.

Consequently the company now has six Linotypes, four model 5 and two model 14 machines, five Monotype casters and keyboards, and a makeup department capable of handling pages of any size. It employs twenty-nine persons and maintains night and day service.

The pictures accompanying this article give some idea of the size of the plant today, showing the various equipment and departments and giving some idea of the abundant amount of floor space which makes for efficient work. Only a portion of the Linotype machines are shown and only the Monotype casters are given. The picture of the office shows it to be as modern and up-to-date as any in the Loop district.

At present every effort is being made to have the firm known as the "2 J's", this trade mark standing for Just and Jager. With the purpose of pushing this snappy trade name the company is making every use possible of the trade mark, which has been worked into an artistic design. All of the stationery of the company bears this mark and the company



The Makeup Department

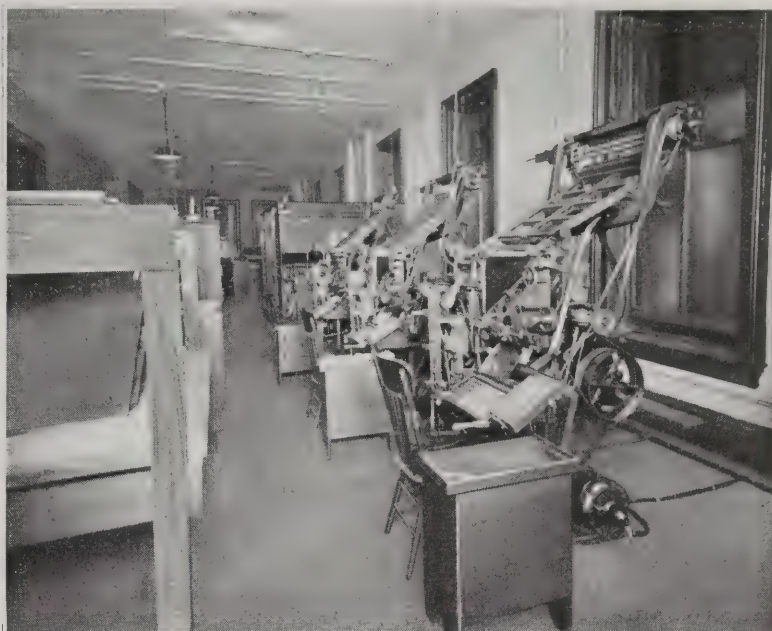
is rapidly achieving its desire to make the "2 J's" known as the place to buy machine composition.

While this is only one example of the way in which the "2 J's" are making their plant one of the best known and most efficient in the city, it illustrates the progressiveness of the owners, both of whom have but one object in view—that of rendering "service."

The company is a member of the Machine Composition association of the Chicago Franklin-Typothetae, and both owners are hard workers for association progress. Mr. Just is a member of the Executive Council of the Franklin-Typothetae and as such represents the Machine Composition division. Through this connection he has done much for the advancement of the trade composition business in Chicago.

An outline of the lives of these two important factors in Chicago's Graphic Arts shows them to have had thorough training in all lines of the industry, Mr. Just having been actively connected with it for a quarter century. His first experience was gained in the State Printing Office at Lansing, Michigan. From Lansing, Mr. Just came to Chicago where he took charge of the printing plant of the S. D. Childs Company. Several years later he bought out the Superior Typesetting Company, 732 Federal Street, Chicago. The plant at that time had five Linotypes. Within the brief space of four years this was increased to six Linotypes and four Monotypes and the floor space tripled. Early in December of last year he, with Mr. Jager, bought out the Akers Typesetting Company on East Twenty-second Street, which formed the nucleus around which the company has built its present organization.

Mr. Jager has also had over a score of years experience in the business of printing books and setting type, having been engaged in the Art Pre-



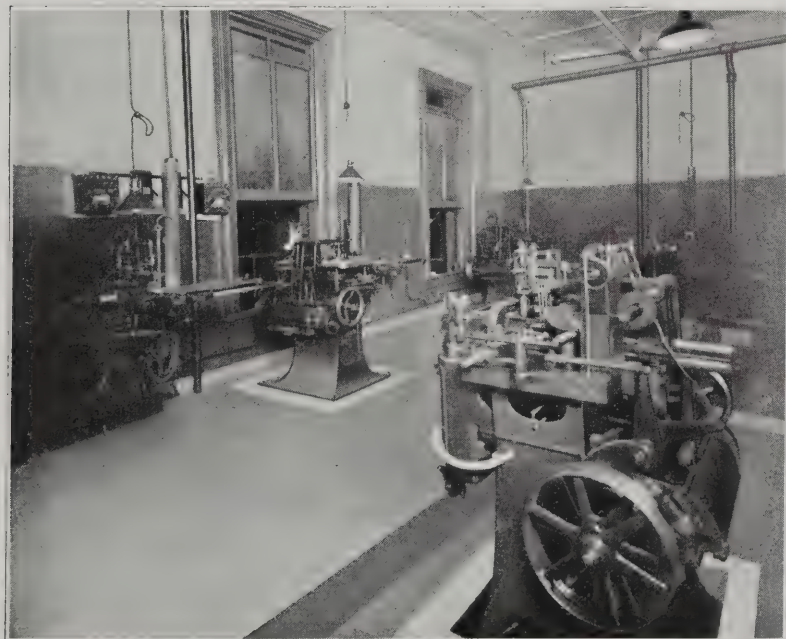
A View of Part of Lino Equipment

servative for twenty-two years. He first learned the trade at St. Joseph, Missouri and following that worked as a journeyman throughout the country. Coming to Chicago thirteen years ago he worked in numerous plants for four years, until he finally became manager of the American National Company, now out of existence. Following that company's demise he became superintendent of the Superior Typesetting Company's plant, which position he held under Mr. Just for six years, or until he joined with Mr. Just in the new firm of Charles L. Just Typesetting Company.

It is such plants as this—with its spirit of progress and a desire to serve the trade—that have built up the Printing Industry of Chicago and have put the Windy City in the forefront as a Printing center. The trade houses of Chicago are of the best equipped and most modern of the entire country, making it possible for Printers to handle any size job at almost any time of the day or night.

With its abundant supply of Machine Composition plants, showing the same intention of rendering "service", with its paper houses where paper can always be bought, with its machinery houses and manufacturing plants, with its ideal location in the center of the largest web of railroads in the world, Chicago is surely capable of rendering to the world in general a magnificent accounting of itself as a Printing center—a point from whence emanates printing of every description, of every quality and destined to be sent to every point on the compass.

The future of Chicago's Printing Industry gives assurance of growth unparalleled in the history of any city and with it will come the growth of its trade plants, among the foremost of which is that of the Charles L. Just Typesetting Co., a forerunner of a greater Chicago Graphic Arts.



A View of the Caster Room

Trade Plant Equipment of Windy City Offers Publishers Every Advantage

By E. J. McCARTHY

President International Trade Composition Association

Chicago is making rapid strides toward supremacy in the printing field. It is only a question of time until the great city by the lake will take her position as the greatest producer of printed matter in the world. This is inevitable.

Many circumstances and conditions are working toward this conclusion. The enormous growth in population of the great Industrial West country, the favorable geographical position of the city, the natural concentration of an industry which employs a large amount of labor, the operation of the postal laws as applied to publications and printed matter, and—probably the most potent factor of all—the activity and progressiveness of the men engaged in the printing industry—all are acting in harmony to push Chicago to the foremost position in the field embraced by the graphic arts.

Chicago Had First Trade Plant

In no branch of the various industries which are allied with, and a necessary part of, printing does Chicago stand near the top at the present time than in the trade composition field. From the very introduction of the typesetting machine, Chicago machine owners saw the great development within the industry which this great invention was to make possible. The first Linotype plant to set type for printers only was operated in Chicago. And since that time this particular industry has expanded to a point where close to fifty such specialized plants are in operation in this city, one of them the largest trade Linotype plant in the world.

This position was not attained by sitting idle and letting the natural progress of events develop the business. Rather has the development been forced forward by the aggressiveness, the level-headed business sense, and the ability to visualize future development, which has characterized the men who are engaged in the setting of composition for the printing and allied trades in Chicago. Never has equipment been allowed to lag behind the possibilities of its use. No emergency, demanding an enormous output, has found the trade composition plants of Chicago without the ability to meet it. No accessories or improvements to existing typesetting machines have been brought into the industry but what they were quickly applied; new models of the various machines, which may enhance the versatility or increase production, are immediately installed. Today there are no typesetting machine plants in existence which are superior to those operated by Chicago owners.

800 Linotypes in City

A total of over 350 typesetting machines, with

an equipment which embraces approximately a thousand different type faces, is what the Chicago trade composition plants offer to the printers of the Industrial West. In addition to the equipment of the trade plants, the equipment in the printing plants themselves, swell this total to 800 Linotypes, 75 Intertypes and 225 Monotype Keyboards, with many more Type and Rule Casters used for the creation of non-distribution material.

Every class of composition and make-up which the resourceful genius of the craft has developed is available. An enumeration of the various kinds of work which can be produced would in itself make a volume. Suffice it to say: "If it can be done anywhere it can be done in Chicago—and better."

The product of almost every machine which has been perfected for use in the composing room is made available to the printer who has not installed them for his own use. The output of the Linotype, Intertype, Monotype, Ludlow Typograph, the Elrod and the Monotype rule and slug casters can be purchased from Chicago's trade composition plants in any quantities, and will be shipped to any part of the globe.

First Association Formed in Chicago

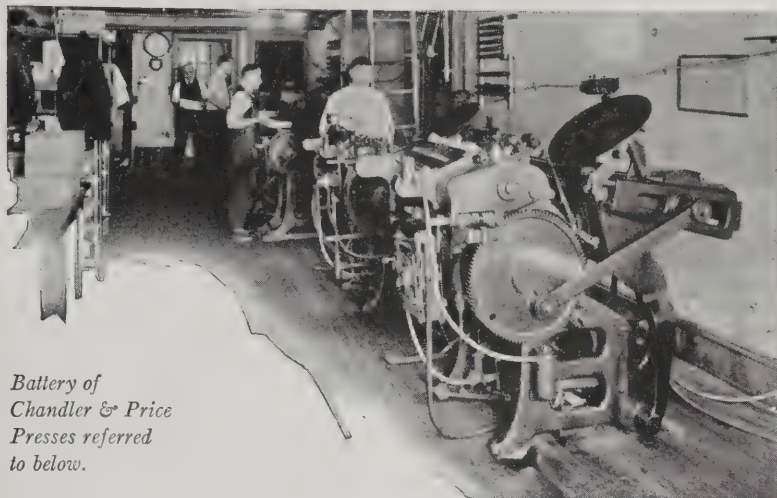
In organization work the men engaged in the trade composition business in Chicago have always been in the front rank. The first local organization enrolling in its members those engaged in setting type for the printing and allied trades was formed in Chicago. The Trade Composition Association of Chicago has been in existence twelve years. Among its members are several who are known to printers everywhere as men who have believed in a close association of all those engaged in the printing industry, and have spent freely of their time and money to promote the work of such organizations. The members of the Trade Composition Association of Chicago operate approximately 90 per cent of the number of typesetting machines engaged in the business within the jurisdiction of the Franklin-Typothetae of Chicago, and every one of these plant owners is a member of that great printers industrial organization.

The movement to organize the trade composition plants of the nation into a compact division within the ranks of the United Typothetae of America had its inception in Chicago. The International Trade Composition Association, a branch of the United Typothetae of America, is now a flourishing and progressive organization, with its main objective the enhancement and stabilization of the printing industry as a whole.

Concluded on Page 66



E. J. McCARTHY



*Battery of
Chandler & Price
Presses referred
to below.*

The Stanley B. Moore Co. CLEVELAND, OHIO

A FIRM which presents a striking illustration of the almost negligible upkeep of the Chandler & Price Gordon.

Out of this entire installation of six Gordons, absolutely nothing was paid out for repairs during 1917. Nothing was paid in 1918. By the middle of 1919, only \$3.41 had been spent in repairs.

These figures are the more interesting in view of the fact that the Stanley B. Moore Company is known as an exceptionally high production plant. The quality of their work testifies to the condition of their presses, in spite of this low upkeep costs.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

—The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

72,000 12-Page Papers an Hour Possible on Goss Press

MADE BY CHICAGO COMPANY

A firm which has aided very materially in making Chicago known as "the source of printing supplies" is the Goss Printing Press Company, newspaper and magazine presses, which maintains its only factory in the city of Chicago. Employing 600 persons, the company is kept busy all the time filling orders for special presses, which are then erected in newspaper plants all over the world. Orders on hand April 15 showed that the company is to erect, as soon as possible, presses for The News-Letter, Belfast, Ireland; Herald, Melbourne, Australia; Daily Mail, London; El Mercurio, Valparaiso, S. A.; La Nacion, Buenos Aires, S. A.; all of which is in addition to "home" orders, including six 22-inch Low Construction Octuple presses for the Chicago Tribune, and four 22-inch Super-Unit Octuple presses for the Cincinnati Post.

Build Magazine Presses

While all this has to do with the newspaper industry and is separate, in a manner, from the printing industry in which we are interested, the Goss company is also linked, in no small measure, with the latter business through its building of magazine presses. The latest order received has been to install four 80-page halftone magazine presses in the plant of the W. F. Hall Company, Chicago. Insofar as the company "builds" its presses to fill the specifications of each individual plant, it is able to supply almost any size, shape or manner of high-class presses.

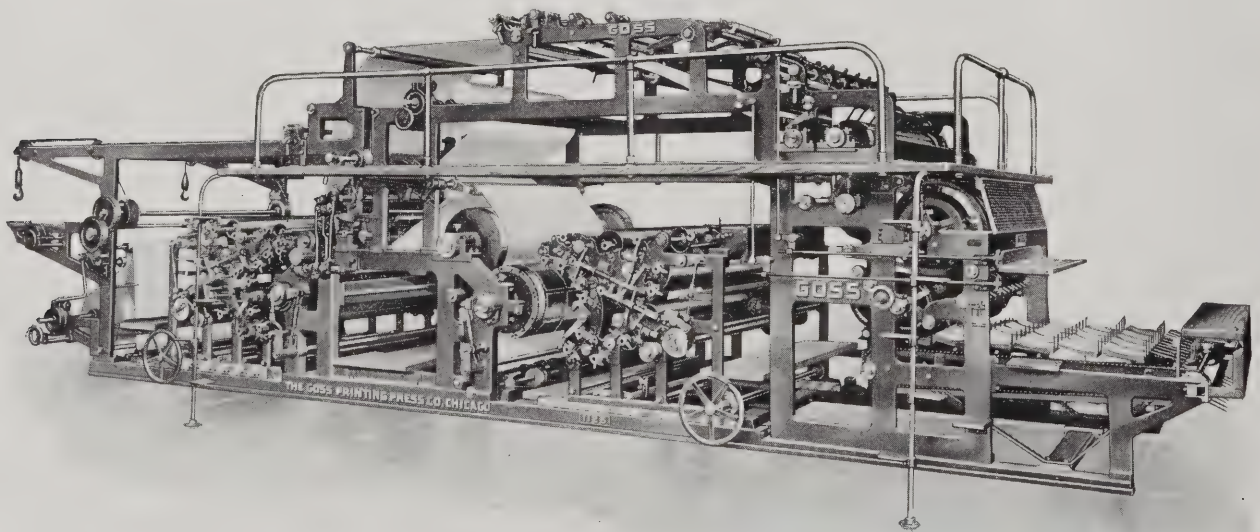
The Goss Printing Press Company was first started in 1885 by a group of practical printers and business men for the purpose of building improved newspaper printing presses. The start was made with a press printing 4-page and 8-page newspapers, completing 6,000 papers per hour. Some of these presses are still in operation. Then came the build-

ing of presses capable of turning out 10, 12 and 16-page papers. Soon after, came the perfection of a press of 2, 3, 4 or more decks of cylinders, printing from the same number of rolls of paper at one end and with the folding mechanism at the other, the webs of paper traveling between the two ends in a straight line. This became a patented feature which gave great popularity to the Goss press, because it meant a machine easier to operate. This type of press was so designed that other decks or tiers could be added as needed.

72,000 Newspapers an Hour

In 1910 the engineers of the Goss company invented a new folding mechanism which made possible the production of 36,000 papers an hour as against 24,000 by the old type. Since that time the press has been so improved and perfected that it is now possible to print 72,000 papers of twelve pages each in one hour. Try to visualize this by thinking of twenty papers coming from the press every second. While it is rather hard to picture, it is an actual fact, and Goss presses in operation in the plants of many metropolitan dailies are doing it every day.

The company is also engaged in the manufacture of naval guns, the start having been made during the war period. Two hundred 5-inch naval guns were produced for the navy before the armistice was signed. Since then the high-class workmanship has caused the Navy Department to award the Goss company a contract for one hundred 6-inch guns, this being the only contract placed by the Government outside of its own ordnance plants in the Navy yards. Surely Chicago can well be proud of what it has done and is doing, not only for the printing industry but for the protection of these United States, as well.



Special Goss Press in Plant of W. F. Hall Printing Company

Forty-Fold

BROADSIDE ENAMEL



The highest type of
Printing-Folding
Enameled Paper

YOU'VE probably gotten the idea from experience that when you bought a folding enamel you couldn't be too particular about the printing surface or color. You thought something had to be sacrificed to get folding quality—these ideas are now blasted with the entrée of Forty-Fold Broadside Enamel into the field.

We have succeeded in combining in this product a smooth, evenly finished, receptive printing surface of pure attractive whiteness and a strong, long-fibered body stock that will stand repeated folding with or across the grain without breaking. Forty-Fold is a thoroughly standardized product—a Butler Brand; therefore, it may always be depended upon to come up to your highest expectations. It is the ideal paper for illustrative printing in black or process color work in all forms of advertising, but more especially in broadsides, folders, loose-leaf catalogs, annual catalogs and such forms as call for a fine printing paper that is made to stand hard service.

Forty-Fold Enamel Cover—this new brand is the same as Forty-Fold Broadside Enamel, except that it is made in special sizes and heavier weights for cover purposes.

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Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, California
Sierra Paper Co.	Los Angeles, California
Butler-Detroit Company	Detroit, Michigan
J. W. Butler Paper Company (Foreign Trade)	New York City
Central Michigan Paper Co.	Grand Rapids, Michigan
Mutual Paper Co.	Seattle, Washington
Endicott Paper Co.	Portland, Oregon
National Paper & Type Co. (Latin America)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	Buenos Aires, Argentine Republic
National Paper & Type Co.	Mexico City, Mexico
National Paper & Type Co.	Monterey, Mexico
National Paper & Type Co.	Guadalajara, Mexico
National Paper & Type Co.	Guaymas, Mexico
National Paper & Type Co.	Mazatlan, Mexico
National Paper & Type Co.	Lima, Peru

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Paper and Supply Houses, Engravers,
Electrotypers, Binders and Paper Rulers
located in the Industrial West

Managing Editor - - - - - P. A. Howard
Editor - - - - - C. J. Nuttall

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - - - - President and Treasurer
E. P. Howard - - - - - Vice-President

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Telephone Harrison 6113

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The Industrial Situation

The industrial situation of the United States in general is alarming. There can be no doubt of it; and one of the causes is the continued production of luxuries, when staple commodities are what are needed most. Essentials must be produced in more abundant quantities. There is no denying that luxuries are being bought out of all proportion to essentials. One writer has declared that, "What the people buy of luxuries, they pay for handsomely. What necessities they are compelled to buy, they pay for grudgingly." This can have but one result: Manufacturers are going more into the production of luxuries, where the money is easier to obtain. They are following the line of least resistance.

The stabilization of industry can be brought about by only one means. That is by decreasing the demand for non-essentials. When this demand is decreased the manufacturer will be compelled to use his machinery for essentials. The every-day necessities of life, being produced more abundantly, will then be obtainable at lower prices. This will not work any hardship on the manufacturer, because that which effects the consumer effects the man who supplies him. Even today, the manufacturer is reaping the results in the labor unrest and shortage of material. Bring the desire for luxuries down, produce more necessities and these troubles will fade away.

Printing plants are necessities. There is, however, a great deal of waste in connection with them. The Chicago Tribune, in a recent editorial, declared that ten per cent of the newsprint that enters a newspaper plant is wasted. This is equally true of all printing plants. A ten per cent saving of all the fine paper used in America would mean that there would be no shortage. An equal saving of other materials and increased efficiency of labor to that extent would mean an abundance of all material and labor entering into the industry. Thrift is needed just as much now as it was during the war. The printers can play their part in bringing conditions back to normal. Thrift is one way of doing it.

Your Duty

Do the printers of the Industrial West realize the danger confronting their industry, through the lack of trained men? Do they realize that within forty years there will be no printers unless immediate steps are taken to train apprentices?

Forty years may seem a long way off, but a vast number of those in the industry today, will be living

then and will be plant owners then, just as they are now. More than that, the pinch of fewer workers, and these poorly trained, is already being felt. It will be felt a little more severely next year; still more so five years from now, and so on, until the practical elimination of the industry results.

This isn't croaking. There is still time to remedy the fault. The start should be made immediately.

While it is true that the Unions have interfered in the past with the training of apprentices, they are today ready and willing to help, for they, too, realize the danger.

The plant owners of the country have come to depend too much on the other fellow to train journeymen printers. Not one out of five plants today has its full quota of boys learning the trade. The habit of waiting for someone else to train men and then stealing them away with the lure of higher wages, must stop, if the industry is to continue. Such action is only deflected on the man making the bid, for it means that wages become unstabilized, and he suffers with the rest.

The only remedy is for every plant owner to train as many apprentices as the Unions will permit. It may seem a lot of trouble, but the duty to the industry is plain and everyone should do his part, not only for the good of all, but for his own good, as well.

"Will Wages Drop?"

All of us, employees and employers alike, are tremendously interested in this question. We have our own opinions about it, but what are they worth?

A fellow by the name of Babson has answered this question in a way that sounds reasonable. His answer is based on facts which he has spent many years and thousands of dollars in collecting. By the way, if you are interested in knowing what a wonderful fellow Babson is, look him up in the February number of the American Magazine.

Babson says that the rate of wages will not go down, but the amount of wages earned in a given period will go down. He means by this that the rate for a given kind of work will continue to be, say, \$1.00 per hour, but workers will be employed a less number of hours at this rate.

In other words, instead of working a forty-eight-hour week with some overtime, present exorbitant wage rates will check the demand for labor, consequently workers will be able to get employment on an average of only, say, from thirty to thirty-five hours instead of forty-eight hours per week.

All of us know that a dollar today buys only about as much as fifty cents did a few years ago. All of us know, too, that never before did we get so much money in a given length of time. In the light of these facts, we offer this tip:

Bet on Babson, and save as many dollars as possible while they're plentiful. A few years from now they will again buy twice as much as they do now. If you're in debt, work like the deuce to pay it off while dollars are plentiful and half-priced. If you're thinking of going into debt, don't; you'll be paying it off when dollars are scarce and worth twice as much as at present.

Labor Conditions Improve

Labor conditions throughout American industry are improving, according to reports from banking houses all over the country. Since these institutions necessarily must keep a sharp watch on all conditions affecting the financial condition of the country,

their report can be taken as correct. One of the most recent of these statements, sent out by the National Bank of the Republic, Chicago, has this to say:

"There are numerous indications that labor unrest is abating. Although there are many strikes, and while wages, hours and conditions of employment seemingly are as much unsettled as ever, present labor demonstrations lack the militant atmosphere which characterized those of the past year. There are likewise many signs that labor is becoming more efficient. The widespread discussion of the necessity of deflation and the possibility of a business depression has apparently had a very salutary effect. Many manufacturers, moreover, while experiencing labor shortage themselves, have endeavored to improve the morale of their forces by weeding out the inefficient workers and the malcontents. Labor shortage of course has become almost chronic. While there are instances of a better balance between supply and demand, it is evident that the larger supply of labor in many cases is at the expense of other industries, as for instance, the migration of copper miners from the upper Lake regions to the automobile centers, the desertion of the gold camps for the Pacific shipyards and the exodus from the cotton fields to the oil regions and saw mills of the South. There is, furthermore, a constant and almost alarming emigration of foreign-born laborers who cannot resist the temptation to convert their savings into the depreciated foreign currencies and thereby become small capitalists in their own lands. While this exodus affects directly the supply of common labor, such as is employed in public works, the steel mills and mining, it indirectly has a very great bearing upon the labor problem of the coming summer, when farming and building activities will be in full swing."

Letterheads as Advertising

Should the printer advertise?

On the face of it, the question seems foolish, for not only does the printer owe his present prosperity to advertising, but he has also seen the results that advertising will bring. The reason the question comes up is because the printer is asking it of himself.

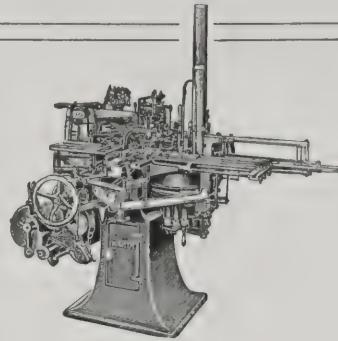
However, a glance through the pages of the journals going to buyers of printing, shows that the printer is beginning to awaken to the possibilities in store for him. Chicago and New York firms are, of course, in the lead in this move, and that these firms continue to advertise—and continue to grow—proves conclusively that they are getting returns.

Of course, the smaller printer cannot afford to spend thousands of dollars for display advertising, but he does have equipment with which to produce samples of his own work. He can prepare his own broadsides and direct-by-mail literature, which is a very effective way of selling printing, because the broadside sent out shows the ability of the printer to do good work.

For this reason, exceptional care should be taken that the workmanship is of the best. How often have we seen letterheads which would cause the discriminating buyer of printing to walk around the block to avoid seeing the plant from whence they came! And other letterheads which cause the ones who receive them to immediately note down the name so that the next order will be given the sender.

*Single Type
Prideful Work*

*More Patrons
Many Dollars*



Monotype increases production without increasing the payroll---the increase is "all velvet"

*Here
is the
Proof*

DOMINION PRESS, Limited
MONTREAL, QUEBEC

"Our composing room force, including Monotype operator (a combination man), is precisely the same as formerly; in other words, the cost of operating both keyboard and caster is fully offset by a corresponding reduction in Hand Composition—the extra output being *all velvet*."

Henry Upton, President.



THE KEYBOARD,
—entirely separate
from casting
mechanism
—a positive aid to
production

Ask us why!

LANSTON MONOTYPE
MACHINE COMPANY

NEW YORK
CHICAGO

PHILADELPHIA

BOSTON
TORONTO

Monotype Company of California, San Francisco

Chicago Craftsmen Hold Banquet



One of the most enjoyable events in the history of Chicago's printing industry was held at the Hotel LaSalle on Saturday night, April 17, when the members of the Chicago Club of Printing House Craftsmen, together with their families and friends to the number of 350, gathered for the annual dinner and dance of the club.

From the time President William Goodheart bade the guests welcome till the last strains of "Home, Sweet Home" sounded from the ballroom, there was something doing. Speeches by men prominent in the civic affairs of the nation, together with entertainment of the first order, and a menu that could not be surpassed, made the affair one to go down in the annals of the club marked "success," and the officials of the club, together with the committees in charge are to be congratulated on the manner in which they made the evening one of enjoyment.

Following the invocation by the Rev. Rufus White, D. D., pastor Peoples Liberal Church, Chicago, President Goodheart made the welcoming address and introduced John Ponc as toastmaster. Mr. Ponc, who is not unknown as a toastmaster, soon put those present at their ease and kept things moving during the entire evening.

In the absence of Dr. Harold P. Hough, president of Northwestern University, who was unable to be present to speak on "Stabilizing Democracy," because of illness, Dr. White substituted, and very ably pointed out that present-day conditions make necessary the alertness of the sane-minded people of the nation, in order that America might pass through its present crisis into the brighter day which is to follow. One statement of Dr. White's, which met with decided approval, as shown by the applause with which it was received, was that a law should be passed forcing every person who has reg-

istered, to vote at elections. The apathy of the average American citizen is largely responsible for the condition of affairs today and every voter must use his vote in order to not only stabilize, but save democracy, the speaker declared.

The principal address of the evening was given by James Hamilton Lewis, former United States Senator from Illinois. Mr. Lewis received an ovation on his introduction which continued through to the end, when he reached the climax of one of the best addresses printers of the city have heard. Mr. Lewis spoke on "The Government and the Middle Class," during which he emphasized the fact that the salvation of America lies in her so-called "middle" class.

Entertainment by the Smiles Four, Signor Viviano and Miss Rose Marie Blain aided in making the evening one of pleasure. Following the stated program, both old and young danced to music furnished by the Premier orchestra until midnight.

The banquet committee was composed of E. J. McCarthy, chairman; Frank Dermody, E. J. Manske, C. E. Salmon and Frank Shank. The reception committee had as its chairman W. Fred Barnard and its other members, H. Berger, H. W. Campbell, J. Frank Daley, E. C. Dittman, C. L. Just, Al. Kirchner, William Lannefeld, T. P. O'Neil, E. L. Wilson and W. H. Wohlberg. The floor committee was composed of Frank Shank, chairman; Charles August, C. E. Berold, E. S. Eastman, F. H. Farnsworth, J. J. Gieres, R. M. Klenk, J. H. Sweeney, R. A. Slavik, H. A. Trippler and J. J. Wynne.

Officers for 1920 are: President, William R. Goodheart; first vice-president, Frank Dermody; second vice-president, William C. Schmidt; treasurer, Christin Olson; secretary E. J. Clegg, and sergeant-at-arms, A. F. Lewis.

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Carillon D. E.
Cirrus
Duchess D. E.
Embossed Parch. & Onion-Skin
Fabriano Hand-made
Florentine Hand-made
Glassine Parchment
Hammermill Atlanta
Keith Onyx Papers
Keith Quality Tints
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Old Cloister D. E.
Old Stratford D. E.
Rembrandt
Rhododendron D. E.
Rhododendron Box
Royal Offset.
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Strathlaid Papers
Strathmore Brochure
Strathmore D. E. Papers
Strathmore De Luxe

COVERS—COATED

<D>Extra Strong
D-B-M Folder
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Soverign
XXX Folding and Embossing

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Alexandra D. E.
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Alexandra Japan
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Booklet Antique Laid
Canterbury Old Style
Duchess D. E.
Edition Eggshell
King Dodo
Old Stratford D. E.
P. M. Co. Text
Regal Antique
Royal White Offset
Suede Finish—<D>

Standard Offset
Strathlaid Booklet
Strathmore D. E.
Strathmore De Luxe
Strathmore Japan

BOOK PAPERS—M. F., S. & S. C., ETC.

A Plate S. & S. C.
De & Se Tints
<D>Tinted Art Book
Enameline S. & S. C.
Flat White
Herald Velvet Finish
Opaque Catalog Paper
O. X. Bible Paper
P. M. India Tint S. & S. C.
P. M. Railroad Folder
Silverdale English Finish

BOOK PAPERS—COATED

Aigrette Enamel
B & A Coated
Coruscan Coated
<D>Black & White
<D>Superb Dull Finish
Dilcol India Tint
Etching Surface Coated
Hancock Dull Coated
Linene Folding Coated
Mellocated Colored
P. M. Special White Coated
Royal India Coated
Triomphe White Coated
Wedgewood Enamel

BOOK PAPERS—COATED ONE SIDE

<D>Multicolor
Royal White Lithograph
Ultrafine Proofing

LEDGERS

Banzai Ledger
Champion Linen Ledger
P. M. Co. No. 1 Ledger
Transfer Ledger

BONDS

Adequate Bond
Alexis Bond
Beacon Bond
Blandford Bond
Clothlike Bond
Crystallite Bond
Herald Bond
Keith Onyx Bond
Linene Bond
Marketplace Bond

Right-Of-Way Bond
Roman Bond
Saxon Bond
Strathmore Parchment
Strathmore Deed
Systems Bond
Triomphe Parchment

LINENS

Gothic Linen
Keith Linen
Keith Quality Tints
Talisman Linen
Telanian Extra Superfine

WEDDINGS

Alexandra Brilliant
P. M. Wedding Paper
Paramount Vellum
Parchment Style Wedding
Strathmore Wedding Paper
Utility Wedding Paper

WRITINGS

Headlight
P. M. Half-Tone
Stratford D. E.
Strathmore D. E.
Strathmore De Luxe
Triomphe

MIMEOGRAPH, ONION- SKIN, TYPEWRITER, ETC.

American Onion-Skin
Atlanta Manifold
Bulletin Mimeograph
Embossed Onion-Skin
French Folio
P. M. Extra Strong Onion-Skin
P. M. Manifold Paper
P. M. Mimeograph
Special Onion-Skin
Special Typewriter Paper
Strathmore Parch. Onion-Skin

BRISTOLS—NOT COATED

Alexis Folding
Atlanta Index
Cadillac Folding
Champion Linen
Courier
Fifth Avenue Wedding
Gothic Linen
Government Post Card
Herald Wedding
Keith Onyx
Keith Quality Tints
Norwalk Tinted
Pamlico

P. M. Tinted
P. M. Wedding
Rajah
Rhododendron D. E.
Royal Offset Post Card
Strathmore De Luxe
Strathmore Wedding
Talisman Linen
Telanian Superfine
Triomphe Card Index
Utility Index
Utility Wedding
Die-Cut Cards

BRISTOLS AND BLANKS— COATED

Coruscan Post Card
<D>Multicolor
<D>Superb Dull Coated
<D>Translucent
D-B-M Folder
Hancock Post Card
P. M. Chromo Board
P. M. Double Coated Blanks
P. M. Playing Card
P. M. Translucent
Postal Folder
Royal Post Card
Utility Post Card
White Blanks "C" Grade

BLOTTINGS

Advertisers Translucent
Artillery
Embossed Desk
Flora Desk
Niagara Blotting
P. M. Litho Finished

JAPANESE

Alexandra Japan
American Japan Parchment
Japanese Imported Hand-Made
Strathmore Japan
Wood Veneer Japanese

MISCELLANEOUS

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Durable Slip Sheet Paper
Envelope Papers
Mounting Boards
Special Prepared Tympan
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N. E. A. to Hold Convention at Boston; Trip Through Canada Follows

National Editorial Association will hold its thirty-fifth annual meeting at Boston, May 31 to June 5. The program includes addresses by John R. Rathom, of the Providence, R. I., Journal; Price Green, industrial commissioner, National Railway Association of Canada; Secretary of Navy Josephus Daniels; Joe Mitchell Chapple, of the National Magazine; Courtland Smith, president of the American Press Association; past presidents of the Iowa, Georgia and Minnesota Press Associations; Jason Rogers, of the New York Globe, and others. R. T. Porte, secretary of the Ben Franklin Club, Salt Lake City, will take up the value of price lists, and the paper question will come in for considerable discussion.

Following the convention the members will start on one of their annual jaunts, this time through eastern Canada. The itinerary, after the start from Boston is made on Saturday, June 5, includes Yarmouth, Halifax, Quebec, Montreal, Ottawa and Toronto, ending up at Windsor, across from Detroit, on June 29. The officers for 1920 are: Edward Albright, Galatin, Tenn., president; Will Wilke, Grey Eagle, Minn., vice-president; George Schlosser, Wessington Springs, S. D., secretary; H. C. Hotelling, Mapleton, Minn., executive secretary, and J. Byron Cain, Belle Plains, Kan., treasurer.

Here's Business for the Country Printer

Prof. J. I. Falconer, of the department of rural economics, Ohio State University, is responsible for a suggestion which may mean increased business to the country publisher. He declares that:

"The increasing use of the letterhead by the farmer is a significant indication of his progressiveness and of his recognition of the value of advertising. Aside from the pure business advantages to be derived, its use gives a certain dignity which is immediately recognized by both himself and the man with whom he deals. A neatly typewritten letter on stationery bearing the name of the farm and the products in which the proprietor specializes, marks the farmer as nothing else can as a progressive business man who takes pride in his occupation and who merits patronage."

To capitalize this idea the country publisher need only run an ad or announcement in his paper, addressed to progressive farmers, telling of the increased use of letterheads by farm proprietors.

The advantages from a sale of letterheads can be capitalized even more than to bring in immediate returns. The farmer, becoming educated as to the value of advertising, can then easily be persuaded to take display space in the newspapers of the community, to aid the sale of his products.

Chicago Plants Form Baseball Teams

A baseball league for employes of the various printing plants of Chicago was started in April, with six teams, representing the Hill Bindery, Poole Bros., A. C. McClurg & Company, W. F. Hall, R. R. Donnelley & Company and the Faithorn Company, listed. The first game was played Saturday afternoon, April 17, between the Hill Bindery and Donnelley company teams, the latter winning. No regular schedule has been drawn up as yet, but as soon as it is it will be printed in Ben Franklin Monthly.

New York Newspaper Explains Popularity of Chicago

Praise of Chicago from an Eastern newspaper, especially if published in New York, is unusual. Therefore, witness what the New York World has to say, editorially:

"Why is Chicago so popular? Why do political conventions, full of expense, turmoil and excitement even in prohibition times, meet in Chicago? Because that city and her people are united whenever it comes to boosting Chicago. Because the city of the lakes employs team work when it comes to defending Chicago and handing bouquets to herself. Somehow Chicago has a big and generous spirit—a warm-hearted way of gathering in strangers without unnecessarily robbing them. Chicago was built in a rush of enthusiasm, rebuilt after the fire with greater enthusiasm and stands today as a typical American city—perhaps as truly American as any of our centers of population.

"Centrally located, generously provided with hotels and brimful of what Americans call 'pep' and western 'ginger and generosity,' Chicago is an ideal political convention city. Other cities may be jealous, yet all take off their hats to the city of Chicago—the convention city. It is not only a habit; it is a gift."

Incidentally, conventions mean additional business for printers.

Mail Order Business Aids Chicago Printers Declares T. E. Donnelley

T. E. Donnelley, president of R. R. Donnelley & Sons Company, and one of the biggest men in the printing industry, not only in the Industrial West, but in the entire country—he was Director of the Pulp and Paper Division of the U. S. Industrial Board during the war—declares: "I believe Chicago is going to be the great printing center of the world for the following reasons:

"First: The United States is the largest industrial country in the world and, therefore, is able to develop larger domestic turnover than other countries.

"Second: Chicago is the center of the Mississippi valley, the greatest distributing center of the country.

"Third: Being the center of the farming district of the country, it is the center of the mail order business, which is one of the greatest creators of printing.

"Fourth: On account of the new zone law, magazines will gradually have to be published in Chicago to save constantly increasing carriage charges."

Ingersoll Company Gets Out Interesting Book

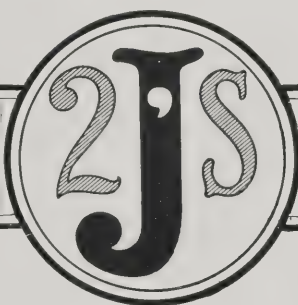
A book of unusual character has just been published by Doubleday, Page & Company, New York, for Robert H. Ingersoll & Bro., telling the history of watch-making. The book, which is called "Time Telling Through the Ages," not only gives the complete story of the invention of the watch, in a manner not often present in a book such as this, but its 294 pages are so well printed and the whole so well bound that it is a welcome addition to anyone's library table. It is profusely illustrated with half-tones related to time telling and does credit not only to Robert H. Ingersoll & Bro., but to the Doubleday, Page company as well. The book was prepared for private distribution on the occasion of the Ingersoll company's twenty-fifth anniversary as watchmakers.

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We have the following large stock of White and Colors in our Chicago warehouse ready to meet your immediate requirements.

Where star * is shown before a size and weight, this indicates stock enroute from mill.

WHITE			BLUE			BUFF			CAFE			CANARY			GOLDENROD			GRAY		
Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.
396	17x22-13	*	328	17x22-16	*	176	17x22-13	*	176	17x22-13	*	176	17x22-13	*	144	17x22-16	*	144	17x22-16	*
360	17x22-16	*	252	17x22-20	*	216	17x22-16	*	168	17x22-20	*	176	17x22-20	*	84	17x22-20	*	84	17x22-20	*
896	17x22-20	*	112	19x24-16	*	72	19x24-16	*	18	19x24-16	*	72	19x24-16	*	84	19x24-16	*	84	19x24-16	*
217	17x22-24	*	112	19x24-19 1/2	*	112	19x24-19 1/2	*	18	19x24-19 1/2	*	72	19x24-19 1/2	*	84	19x24-19 1/2	*	84	19x24-19 1/2	*
144	19x24-16	*	96	19x24-24 1/2	*	72	19x24-24 1/2	*	72	19x24-24 1/2	*	72	19x24-24 1/2	*	24	19x24-24 1/2	*	24	19x24-24 1/2	*
252	19x24-19 1/2	*	112	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	48	17x28-16 1/2	*	48	17x28-16 1/2	*
288	19x24-24 1/2	*	78	17x28-20 1/2	*	90	17x28-20 1/2	*	56	17x28-20 1/2	*	42	17x28-20 1/2	*	42	17x28-20 1/2	*	42	17x28-20 1/2	*
144	17x28-16 1/2	*	66	22x34-26	*	66	22x34-26	*	42	22x34-26	*	42	22x34-26	*	28	22x34-26	*	28	22x34-26	*
288	17x28-20 1/2	*	146	22x34-32	*	90	22x34-32	*	42	22x34-32	*	42	22x34-32	*	54	22x34-32	*	54	22x34-32	*
88	22x34-26	*	112	22x34-40	*	70	22x34-40	*	42	22x34-40	*	42	22x34-40	*	28	22x34-40	*	28	22x34-40	*
378	22x34-40	*	42	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*
48	22x34-48	*	36	24x38-39	*	42	24x38-39	*	14	24x38-39	*	14	24x38-39	*	28	24x38-39	*	28	24x38-39	*
36	24x38-32	*	42	24x38-49	*	42	24x38-49	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*
70	24x38-39	*	42	28x34-33	*	18	28x34-33	*	18	28x34-33	*	18	28x34-33	*	28	28x34-33	*	28	28x34-33	*
60	24x38-49	*	33	28x34-41	*	42	28x34-41	*	14	28x34-41	*	14	28x34-41	*	28	28x34-41	*	28	28x34-41	*
36	28x34-33	*	33	28x34-51	*	33	28x34-51	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*
98	28x34-41	*																		
*	28x34-51																			
GREEN			OPALINE			PINK			PRIMROSE			RUSSETT			SALMON					
Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.
44	17x22-13	*	88	17x22-13	*	88	17x22-13	*	88	17x22-13	*	88	17x22-13	*	88	17x22-13	*	88	17x22-13	*
108	17x22-16	*	56	17x22-20	*	56	17x22-20	*	56	17x22-20	*	56	17x22-20	*	56	17x22-20	*	56	17x22-20	*
84	17x22-20	*	72	19x24-16	*	72	19x24-16	*	72	19x24-16	*	72	19x24-16	*	72	19x24-16	*	72	19x24-16	*
72	19x24-16	*	56	19x24-19 1/2	*	56	19x24-19 1/2	*	56	19x24-19 1/2	*	56	19x24-19 1/2	*	56	19x24-19 1/2	*	56	19x24-19 1/2	*
56	19x24-19 1/2	*	48	19x24-24 1/2	*	48	19x24-24 1/2	*	48	19x24-24 1/2	*	48	19x24-24 1/2	*	48	19x24-24 1/2	*	48	19x24-24 1/2	*
48	19x24-24 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*	72	17x28-16 1/2	*
*	17x28-16 1/2	*	56	17x28-20 1/2	*	56	17x28-20 1/2	*	56	17x28-20 1/2	*	56	17x28-20 1/2	*	56	17x28-20 1/2	*	56	17x28-20 1/2	*
56	17x28-20 1/2	*	44	17x28-25 1/2	*	44	17x28-25 1/2	*	44	17x28-25 1/2	*	44	17x28-25 1/2	*	44	17x28-25 1/2	*	44	17x28-25 1/2	*
42	17x28-25 1/2	*	22	22x34-26	*	22	22x34-26	*	22	22x34-26	*	22	22x34-26	*	22	22x34-26	*	22	22x34-26	*
22	22x34-26	*	36	22x34-32	*	36	22x34-32	*	36	22x34-32	*	36	22x34-32	*	36	22x34-32	*	36	22x34-32	*
36	22x34-32	*	14	22x34-40	*	14	22x34-40	*	14	22x34-40	*	14	22x34-40	*	14	22x34-40	*	14	22x34-40	*
28	22x34-40	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*	18	24x38-32	*
18	24x38-32	*	14	24x38-39	*	14	24x38-39	*	14	24x38-39	*	14	24x38-39	*	14	24x38-39	*	14	24x38-39	*
28	24x38-39	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*	12	24x38-49	*
12	24x38-49	*	18	28x34-33	*	18	28x34-33	*	18	28x34-33	*	18	28x34-33	*	18	28x34-33	*	18	28x34-33	*
*	28x34-33	*	14	28x34-41	*	14	28x34-41	*	14	28x34-41	*	14	28x34-41	*	14	28x34-41	*	14	28x34-41	*
14	28x34-41	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*	11	28x34-51	*
11	28x34-51	*																		

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Since we were so fortunate as to obtain the exclusive sale of this well-known Ledger Paper in this territory, we have been very much gratified at the large and varied demand. One of our customers who has used this brand for many years states that he "has never had occasion to make a complaint and considers it the BEST Ledger Paper made." When in need of a high-grade Ledger, call on us for Brown's. Sample sheets from a large stock cheerfully furnished.

*We carry the following sizes and weights
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16	x21	—25, 28½.
16	x42	—57.
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18	x23	—31, 35½, 40.
18	x46	—71, 80.
19	x24	—24½, 29½, 34, 44.
20	x28	—42, 54.
21	x32	—50, 57.
22	x25½	—30.
22	x34	—40, 48, 56.
23	x24½	—42.
23	x36	—62, 71, 80.
24	x38	—59, 68, 88.
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25½	x44	—60.
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Why I Like to Live in Chicago

City Offers Opportunities, Living Conditions Ideal

By J. N. CLIFFORD

"Why do I like to live in Chicago?"

Well, there are any number of reasons why, but before I begin, let me say that I am originally from the East, born and brought up in one of the cities on the Eastern coast. Therefore, I have seen both sections of the country and ought to know what I am talking about. I, too, used to go up in the air when anyone suggested there could be another city as great as New York; and when anyone said that Chicago had just as many opportunities for a man to climb ahead, I used to smile knowingly, and think: "There's another one of those home birds who can't imbibe the spirit of New York."

You've seen 'em! They still do it, back in New York and Boston and Philadelphia, where there are millions of people who have never gone north of the Harlem river nor west of Jersey City, nor out of sight of the Delaware river, who "just can't see" Chicago or St. Louis or Minneapolis. And when they do, they picture it as still in the first stages of civilization, with "forty-fives" and Indians prominently in the foreground.

Well, I was in that condition, when necessity—and it wasn't the police, either—compelled me to come to Chicago.

My first thought on reaching this city, was: "Where are the cowboys? These people are just as civilized as I am," which is some admission for an Easterner to make.

After I got the hang of things, I found that big business was transacted here as well as in the East. I found that the streets were paved and that the parks are just as fine as those of New York or Philadelphia, and that there are more of them. The department stores are just as good, if not better; for where else on the continent can you equal Marshall Field's?

Ziegfeld Not an Unknown Quantity

We get the same shows that New York does—sometimes a little later; sometimes a little earlier. The fame of John McCormack, Harry Lauder, Enrico Caruso, Frank Tinney and Flo Ziegfeld has crept out here and we are sometimes favored with their visits. We have our own Grand Opera company, our own Orchestra, and our own Art Institute, none of which can be beaten. Our hotels are of the best and world-famed. Within a year the new Field museum will be opened and then those of other cities will have to take back seats. And the best part about it: it isn't necessary to spend a fortune on amusement, for while the number of theaters does not equal New York's, one doesn't have the feeling that he must see every show to be thoroughly informed.

Why, man, even the Saturday Evening Post is beginning to recognize Chicago! Do you remember 'way back when there were no fiction stories, other than those appearing in the "Buffalo Bill" series, which did not lay the plot in dear old New York? Well, just glance over a few of the stories appearing in some of our greatest magazines today, and even though they do lay the plot in a State street

department store, with Maggie, the poor clerk, as the heroine, it at least shows that the rest of the country is waking to the fact that Chicago is a city where things happen.

Our bathing beaches, our zoological gardens and our clubs are all as well equipped as those of any other city. Our residential sections are every bit as comfortable and our suburban towns offer all that one could desire in the way of home atmosphere. One can have a home with an actual lawn, a garden, chickens, and plenty of fresh air for the children, within an hour's ride of the Loop. Oak Park, Wilmette, Evanston and Winnetka cannot be matched anywhere for fine residences and ideal living conditions, Long Island not excepted.

Always a Welcome

There is always a welcome for one out here, and the glad hand is always extended. None of that stuff about not knowing your neighbor, as in the East. Here, you know him and talk to him and eat lunch with him, and you and the wife go over and see Jones and his wife and take the children along. That is one of the main reasons why I like Chicago. It is business-like, yes; but it realizes that man is human and that he wants to pal with someone once in awhile.

Chicago's fame as a summer resort is well known and it is the rendezvous of thousands, who spend the summer at the beach hotels. For vacation time, there is always the lakes, the woods of Michigan, Wisconsin and Canada; and with a train every minute, it is surely possible to go any place one's heart desires. New York, itself, is not such a terrible distance away, with twenty-hour trains. Florida is only a couple of days away, and California the same, while the great northwestern country can be reached almost immediately.

All that is from the "home" angle. It is a good place to live in because the home conditions are right, and because there is always amusement and relaxation whatever be the condition of one's pocket-book.

But there are other reasons why Chicago is a good place to live in—reasons of health, for instance. The records show Chicago to be the healthiest big city in the world. Its health and water departments are without equal any place.

Greeley Was Right

When Horace Greeley gave his famous injunction to "go west," he knew whereof he spoke. He was thinking of the opportunity this section of the country held for the young men of that generation. That same opportunity is still here, and it is not only for the young men, but for the middle-aged and old men, as well.

Oh, I admit everything isn't perfect out here. There is turmoil, scandals, political squabbles, and crime—just as there are in any other city of the world—but here there is opportunity. Opportunity

Continued on Page 89

Spending \$10,000 To Save Seven Minutes!

Heretofore our electrotpe plant has been located one floor above our typesetting departments.

But we decided that *one floor was too far away*. We figured that by moving the foundry we could save seven minutes on a form after it was locked up for molding.

Now we're moving our foundry so as to have our composing room, typesetting department and electrotpe foundry in a straight line on the *same floor*, covering in excess of one acre of floor space.

Here's the funny part: While few people stop to think that a foundry located as much as a mile from their typesetter may be too far away, we are spending \$10,000 because we *know* that even *one floor* is too great a separation between our typesetting department and electrotpe foundry—it isn't speedy enough for our complete "manuscript-to-printing-plates" service!

Composition Makeup Electrotyping Lead Molding



WE recently completed the 926-page general catalog for Charles William Stores of New York, having handled the work complete from "copy" to finished printing plates. No other single plant in the world can do this job. This is the only composition plant having its own electrotpe department.



Among Satisfied Customers we refer to: Charles William Stores, Montgomery Ward & Co., Wilson Grocery Co., Peoria, Ill., William Galloway Co., Waterloo, Iowa, or any Chicago magazine publisher.

*The Formula? Centralization Plus—in
the largest plant of its kind in the world!*

WRITE AND ASK US TO TELL YOU ABOUT IT

CENTRAL TYPESETTING AND ELECTROTYPING COMPANY

466 to 472 West Superior Street, CHICAGO

THIS ADVERTISEMENT SET AND ELECTROTYPED IN OUR PLANT

So Jones Was Out \$400!

A few days ago, Printer Jones—let us call him—dropped in to see Attorney McElroy.

"I need your help, Counsellor," said he; "The Dash Company have owed me four hundred dollars since last Fall. Do you suppose you can collect from them?"

"Unfortunately, no!" replied McElroy. "You see," he continued, taking a card out of his file, "they were sold out by their creditors a couple of weeks ago. However"—glancing at the card—"we *did* collect in full for the James H. Blank Printing Company. Entered suit in January and judgment was given March fifth.

"Too bad you didn't see these items in Mr. Kagey's Bulletin," he added, taking a copy of that publication from a drawer of his desk and pointing out the notices of the suit and the judgment. "If you had come to me when that suit was filed, or even when judgment was given, we could have collected in full for you. They had more than enough assets to cover your bill and Blank's, too. It wasn't until March twenty-third that the property was attached—and then, of course, we made a levy protecting our prior lien."

"Why," exclaimed Jones, "I *did* notice those items in the Bulletin! But I was so durn busy then that I couldn't spare the time to see you. I supposed a little later would do just as well."

"I'm sorry," said McElroy; "you could have made four hundred dollars in a couple of hours—right then. As it is, you are out that much! Come again," he added, as his guest arose to go, "when you have another account of that sort—and come early!"

"Believe me," replied Jones, "I will!"

MORAL—When you see the name of one of your debtors in the Bulletin, *act at once!* And if in doubt about *any* customer,

Phone Harrison 2903 and Ask for Mr. Kagey

JOS. A. SINGLER, President
E. F. HAMM, Vice-President
JAS. H. WALDEN, Treasurer



CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

Where the Groups Meet and When

Central Stevens Bldg., 2nd Thursday
Calumet Hotel Hayes, 3rd Tuesday
Northwest Side
 1621 N. Division St., 4th Monday
West Side Burn's
 Building, 3958 Madison St., 2nd Tuesday
North Side . . . Place not decided, 4th Friday
Franklin-Typothetae
 .. City Club, Plymouth Ct., 3rd Thursday

Estimating Class to be Guests of Organization

Members of the Estimating Class of The Franklin-Typothetae, will be guests of honor at the next monthly meeting of the organization, to be held at the City Club, Thursday night, May 20. The program will take the form of graduation exercises, the students to be given their certificates for work completed, at this time.

The meeting will not only be of interest to these students, but to all members of the organization as well, it being proposed to give a demonstration of estimating on an actual job, which has been done in the city of Chicago.

The speakers for the evening will be T. G. McGrew, superintendent of the U. T. A. School of Printing, at Indianapolis, and well known to Chicago printers; J. W. Hastie, of the Western Newspaper Union; Prof. Nathaniel Butler, Chicago University, and T. S. Quin, of Johnson & Quin. An effort is also being made to have Henry P. Porter, of Boston, chairman of the Committee on Education of the U. T. A., present as one of the speakers.

Cantrell New Office Manager

Harry G. Cantrell, well known in Chicago and the Industrial West as a plant superintendent, has been added to the forces of The Franklin-Typothetae of Chicago as office manager. Mr. Cantrell, who has had fifteen years practical experience as a superintendent, in addition to having been office manager for one of Chicago's largest brokerage firms, will have complete charge of the office work of the association. Through his long training as a printing executive he is in a position to take care of the numerous calls for information which The Franklin-Typothetae office has to answer.

Pretty Near, But Not Quite

The story of how The Franklin-Typothetae of Chicago nearly became the possessor of a fine suite of club rooms has just leaked out. As soon as news reached headquarters of the association that the Advertising Club was to give up its quarters in the Advertising Building, 123 West Madison street, immediate efforts were made to lease the two floors. It was found, however, that the space had already been taken and so Chicago association will have to be content with its present quarters in the Monadnock Building until a Graphic Arts building is erected or leased. Had the old club rooms of the Advertising Club been obtainable, it would have been already prepared with library, lounging room, a room for all meetings, space for the offices, a dining room and kitchen, and would have made one of the best clubs of the city.

New Engineering Department

Chicago members of The Franklin-Typothetae will soon have placed at their disposal an Engineering Department which will assist in laying out plants and giving expert advice on engineering and efficiency problems. No definite selection of a man to head this department has been made, as yet, but the executive council is formulating definite plans for the establishing of such a department.

Rearrange Office

Complete rearrangement of The Franklin-Typothetae offices was made last month, the departments having been separated and the work systematized. The office of the Trade Composition branch has been moved back to the eleventh floor and the room formerly used by that department on the fourth floor has been prepared to take care of committee meetings and conferences.

The Franklin-Typothetae of Chicago Bulletin will come out weekly, plans to that end having been completed by Secretary C. C. Means. One of the features of the new bulletin will be a "service" department, whereby members will be able to gain information regarding equipment and employes, a free "want ad" section being part of the plan.

Cline Electric Manufacturing Company, of Chicago, is supplying members of the Franklin-Typothetae with handsome binders for the weekly bulletin of the organization.

Smith-McCarthy Typesetting Co.

Typesetters to the Trade

That's what we are—and it means much to you. We back up the selling end of your business by producing the jobs that you cannot handle in your own plant. ■ ■ ■ Send your composition and makeup to the best equipped trade plant in the Middle West. ■ ■ 10 Monotypes, 6 Linotypes and an extra large Makeup department. ■ ■ Day and Night Service

MONOTYPE □ □ **LINOTYPE** □ □ **MAKEUP**

Specialists in Foreign Language Composition, Railroad Tariffs, Book and Catalog Makeup

Caxton Building, 508 So. Dearborn Street, Chicago

Telephones Harrison 3864-3865-3866-3867

Plant Efficiency Interests Many at April Meeting

With an attendance of two hundred persons, the regular monthly meeting of the Franklin-Typothetae of Chicago was held at the City Club, Chicago, on Thursday evening, April 22. President Joseph A. Singler presided.

The meeting was given over to addresses on plant management and plant efficiency, these topics being the subjects of talks by two men well known for their work in this line. They were C. W. Kellogg, of the efficiency department of the American Type Founders Company, and E. L. Wilson, efficiency engineer.

Mr. Kellogg was the first speaker and approached the problem of efficiency from the plant layout angle. He showed how the waste of time through poor arrangement of a plant amounts to the sum of \$345 a man each year. By arranging a plant so that each man would save nine minutes of each hour he works, the weekly saving would amount to \$6.90 a man, or the \$345 for the year.

Mr. Kellogg said that one of the ways of increasing the efficiency of the composing room is to have plenty of material so arranged that the men can get at it without unnecessary steps. While very much opposed to the system of "extracting every ounce of flesh and blood in an effort to make machines of the men," he declared that each plant owner owed it not only to himself, but the industry in general, to see that labor is used economically and efficiently.

The second speaker of the evening on the subject of "Plant Efficiency" was Mr. Wilson, who spoke on "Personal Efficiency in the Plant." Mr. Wilson's address is reproduced in full in another portion of this magazine and there is no need of going into it here further, than to say that it was one of the most practical talks on this subject members have so far been privileged to hear. It will pay every one who was present and every one who was not to again go through Mr. Wilson's article.

Executive Secretary Edward T. Miller of the U. T. A. was another speaker who was listened to with interest. Mr. Miller declared that other Typothetae organizations throughout the country are watching with interest Chicago's "Group Plan" and that should the plan prove successful in Chicago numerous other cities would adopt it.

Other speakers were John W. Hastie, ex-president of the organization; J. Harry Jones, another ex-president, and E. J. McCarthy, president of the International Machine Composition Association, who brought home to the printers the fact that their support should be given to members of the Chicago Trade Composition Association. A report of the activities of the Promotion Committee was given by Managing Secretary C. C. Means, who made his ini-

tial bow to members at the meeting, Mr. Means having only recently taken over the secretaryship of the association. Mr. Means told the members that he was there to serve them and that everything possible would be done for them if they would only let the main office know what was wanted.

The report of the Promotion Committee showed that this live bunch of workers has been very much on the job and that largely through its efforts the organization has gained 47 new members since January 1, 1920.

The meeting broke up at an early hour, with every member feeling that he had learned something really worth while and of practical value to him.

Pioneer Printer Retires from Business

J. W. Middleton, stationer and printer, has retired from business at the age of 85 years, though retaining stock in the Dwight and M. H. Jackson Company, Chicago, which continues at 111 West Monroe street and 35 South Dearborn street. When 28 years old, Mr. Middleton came to Chicago from New York and started in the stationery, printing and publishing business at 196 Lake street. In the big fire his establishment was located on Dearborn street, adjoining the Tribune office, which was the last to be destroyed.

Immediately after the fire he erected a sixteen-foot structure on Dearborn Park and in a few weeks had installed what was then the largest printing press in Chicago. Later he moved to 55 State street, where the Masonic Temple now stands. Twenty-five years ago he changed his business to specialization in stock certificates, bond records and seal work. He lives at 126 South Maple street, Oak Park, with which suburb he has been prominently identified for fifty years.

U. T. A. Summer School Opens June 21

June 21 will mark the opening of the Summer School at the U. T. A. School of Printing, Indianapolis. A special bulletin, "Fifth Annual Summer School," is now being mailed out to those requesting it.

Luther C. Rogers of Rogers & Hall, and R. M. Eastman of the W. F. Hall Printing Company, represented the United Typothetae of America at the meeting of the National Industrial Conference Committee, which met at the Blackstone, Chicago, on April 16. Matters pertaining to the taxation of the printing industry were handled by these two men.

The Franklin-Typothetae of Chicago is preparing the mechanical payroll of its members for 1919 in order that the new assessment of dues may be levied on these figures.

Waste Paper

Printers-Send Your Waste Paper to Us

WE PAY HIGHEST MARKET PRICES
OUR TRUCKS CALL AT YOUR DOOR

Established 1885 Phone Harrison 5557 or 2840

Mendelson Bros. Paper Stock Co. 900 So. Michigan Blvd.
CHICAGO, ILLINOIS

CHICAGO

The Hub of the Industrial West

Everett R. Currier, of the Charles Everett Johnson Company, and formerly with the Curtis Publishing Company, was the principal speaker at the April meeting of the Chicago Club of Printing House Craftsmen, held at the Intercollegiate Club, April 20. His topic was "Types and Their Pedigrees."

The second speaker was George E. Crane, of the Chicago Roller Company, who recited the history of printing rollers and told of the development of the roller from the crude affair of a few years ago to its present state of perfection. Following Mr. Crane, a general discussion of ink and roller troubles brought to light many interesting aids to the improvement of both, and was participated in by all the ink and roller men present. The meeting was a hummer from start to finish and despite the fact that the annual banquet and ball had been held only three days previous, a good attendance was present.

Walter K. Tewes, assistant director of the U. T. A. Advertising Bureau, Chicago, resigned his position last month to go with the Commercial Printing and Lithographing Company, of Akron, O. Mr. Tewes had been with the U. T. A. for four and a half years. For three years he supervised the work of the Service Bureau and edited The Bulletin. He was also secretary of the Price List committee. When the Advertising Bureau was started a year ago he was made assistant to Charles L. Esty. Mr. Tewes is a practical printer, having been connected with various companies throughout the country.

Mid-City Printing Company, located at 155 North Clark street, has leased its own building at 59-63 East Lake street and is moving to its new property this month. The building is of five stories and basement. The first floor and basement will be occupied by the company, which will rent the remaining floors. New equipment valued at \$25,000 is being added, including two Miehle presses, two new Miller feeders, four Linotypes, one Ludlow Typograph, a Miller saw trimmer and a complete bindery.

Michael Colbert, for forty years connected with the mechanical department of the Chicago Tribune, was elected president of the Old Time Printers' Association at its thirty-fifth annual meeting, held at the Hotel LaSalle, April 11. William Hack, of Hack & Anderson, book and job printers at 504 Sherman street, was elected vice-president.

Calumet Ben Franklin Club held its April meeting at the Hotel Hayes on the twentieth, when Cyril C. Means, secretary of The Franklin-Typothetae, and Charles F. McElroy, spoke. A banner attendance marked the meeting. The club has added three new members in the last month: R. B. Horwich, the Phoenix Printing Company and George W. LeGard.

E. R. Richards, superintendent of the mechanical department of Sears, Roebuck & Company's printing establishment, has resigned from that position. Mr. Richards was at one time president of the Chicago Club of Printing House Craftsmen and had been with the Sears, Roebuck company since its printing department was first established.

Henry A. Allen, formerly secretary of The Franklin-Typothetae of Chicago and Denver, and at one time editor of Ben Franklin Monthly, was a Chicago visitor the latter part of March. Mr. Allen now holds an executive position with the Omaha Printing Company, Omaha, Neb.

The Miehle Welfare Club, an organization of the employes of the Miehle Printing Press Company, held a minstrel show in Ashland Boulevard Auditorium the night of April 14th. The performers were sixty of the company's employes. The money raised will be used in furthering the interests of the club.

An order from the Government for eight million envelopes was returned by the Luck Envelope Company recently. During the war the company did a great deal of work for the Government, setting aside its personal business for that purpose. Since then the company's volume of orders has become so large it cannot attempt to take Government work.

Chicago Monotype Club members are preparing for a hike to take place some time during the next month. The summer outings of the club have always been events of importance and it is planned to make this one the "best ever." The exact date has not been set.

Holmes Company, engravers, recently sent out a notice to their customers that the paper and cardboard situation has become serious, and advising them to "anticipate their needs two or three months."

Chicago's great printing expansion has been materially aided by service rendered by MENDELSON BROS. PAPER STOCK COMPANY

To aid employes cut the high cost of living, the welfare department of Poole Bros., Chicago, operates a commissary, where it is possible to buy groceries at cost. The plan has been in operation for some months and has proved very successful. Each week the employes are given lists of groceries which are for sale, together with current prices. The employes then fill in the quantity of each article wanted and the order is filled by the department handling this service.

R. R. Donnelley and Sons, Chicago, have recently installed a complete Production Meter outfit for forty-four of its presses in the Plymouth Court plant. Demonstration of the Production Meter was given April 12, 13 and 14. This proved so satisfactory that the company contracted for the complete meter of forty-four units.

Toby Rubovits has inaugurated an insurance plan for the benefit of his employes, by which the men are given life insurance policies, varying in amount with the length of time they have been in the company's employe. Each man, after three months' service, is entitled to the minimum policy of \$500.

Fire destroyed the interior of the building at 5707-13 West Lake street, Saturday night, April 17, occupied by the Hope Publishing Company and the C. R. Childs Company, printers and publishers. The loss runs into thousands of dollars. The building is owned by F. G. Kingsbury, head of the publishing company.

James T. Igoe, of the James T. Igoe Printing Company, and city clerk of Chicago, was elected at the recent election as delegate to the Democratic national convention in San Francisco. He was elected from the sixth congressional district of Cook county.

The Pioneer Press, 501 Plymouth court, went into the hands of the receiver April 15, when Judge McGoorty of the Supreme Court appointed William C. Hollister to that position. The plant is owned by Claude Fasie and J. L. Wells.

Shea, Smith & Company, Chicago, are now publishing a house organ, known as "S. O. S.," which is circulated among customers; while Wilson-Jones Loose Leaf Company has started one called "House Chats," for its employes.

Morris Klein, former president and treasurer of the Perfection Linotyping Company, Chicago, has returned from a visit of several months to California and Hawaii. He was accompanied by Mrs. Klein.

The American Finishing Company has moved from 540 West Harrison street to 500 South Peoria street. The company acts as finishers to the lithographing and printing trades. E. S. DeLeon is proprietor.

Fred C. Laukert, Chicago bookbinder and ruler, has added another ruling machine and an automatic feeder.

Shortage of paper last month caused several Chicago plants to shut down presses and lay off help.

Hugh Robert Morgan, one of Chicago's oldest and best known printers, died at his home Monday, April 12, from hardening of the arteries, following an illness covering three years. Mr. Morgan, who would have been 66 years old in August, had been a printer since the age of 12, and the last thirty-two years of his life had been spent in that occupation in the city of Chicago, where he owned and operated a job plant at 508 South Dearborn street under the name of H. R. Morgan & Company.

While Mr. Morgan had been in ill health for several years, it was only for three weeks prior to his death that he had been compelled to give up his work. He resided at 4720 Harrison street.

Funeral services were held Thursday afternoon, April 14, at the Jackson Boulevard Christian Church, and were attended by many men prominent in the printing industry of the city. Services were conducted by the Masonic fraternity and interment took place in Woodlawn cemetery.

Mr. Morgan is survived by his widow and two children, Miss Ona K. Morgan and Ira V. Morgan, who will continue to conduct the business of the H. R. Morgan Company, in the interests of Mrs. Morgan.

The sympathy of the entire industry is extended to the bereaved ones.

The largest shaving machine made has just been added to the electrotype plant of the Schroeder Brothers Company, Chicago. Its installation was made necessary by reason of an order from another city calling for the largest engravers' plates manufactured.

Two members of the executive committee of the Franklin-Typothetae of Chicago are included in the Chamber of Commerce party which left May 1 for a 7,000-mile trip through the west on a "Boost Chicago" mission. They are J. H. Walden, Walden Typesetting Company, treasurer of the association, and E. F. Hamm, Blakely Printing Company, vice-president.

The fourth, fifth and sixth floors of the Bentley-Murray building at 511-515 Plymouth Court, have been rented for ten years, at a total rental of \$90,000. The tenants are to be the Wood-Oakes Company, printers, now at 59 East Randolph street; the Hayden Printing Company and the Tifnite Gem Company.

The A. W. Shaw Company, publishers, now building a two-story home in Bass street, running from Huron to Erie streets, has bought 80x109 feet on Erie street, just west.

The Argus Press, 167 West Monroe street, advertised four Gordons and the rest of its equipment must be sold by May 1.

The Metal Specialties Manufacturing Company, 352 North Kedzie avenue, has added a Toledo web automatic machine to their printing plant.

Richter McCall Company, having outgrown its old quarters, is now at 318 West Washington street.

The Chicago Tribune has added to its job printing plant a bindery department, with more machinery.

Hill Leaves Intertype Corporation to Enter Supply Business

Frank A. Hill, assistant Chicago manager for the Intertype Corporation, left that company May 1 to enter the printers' supply business for himself, having secured the western sales agency for a number of



FRANK A. HILL

well-known lines, such as the Elrod slug, lead and rule casting machine, the Fort-ified electric pot for line-casting machines, the One-man stereotype machine, and the agencies of the Laclede, Rouse and Rowell manufacturing companies. Mr. Hill has also designed a magazine and matrix cabinet which he feels confident will meet the demand for such an article.

He will maintain his main office in the Transportation

building, Chicago, and will open branches in St. Louis, Kansas City, Memphis, and other cities. Mr. Hill, who is well known as a composing room payroll expert, and as the designer of the first elevated or suspended lead and rule rack and the first combination steel imposing tables with steel racks, lead and rule cases, water trays and other handy devices, will devote a portion of his time to the efficient laying out of old and new printing plants, making appraisals and inventories and the supervision of payrolls.

Mr. Hill has had a very wide experience in all lines of the printing industry, having been a printer all of his life. Indentured for an eight-year apprenticeship when 13 years old, he gained a thorough knowledge of job work, presswork and binding, and after "graduating" toured the country as a printer and pressman.

In 1883 Mr. Hill went to St. Louis, where he worked in the composing rooms of many of the dailies until 1885, when he joined the Post-Dispatch, where he worked in almost every known capacity until 1893, when he was appointed foreman. He held this position until the World's Fair, in 1903, when he resigned to, as he expresses it, "get rich." Failing to accomplish this, he joined the American Type Founders Company as city salesman. After two years with this firm he went into business for himself, and in 1907 founded The Hill Type & Machinery Company. Selling out in 1910, he "free lanced" for several years until he joined the Intertype Corporation as salesman for the Missouri territory. The many Intertypes in St. Louis and Missouri testify as to his success in this position, and it was not long until he was made assistant manager of the Chicago office.

Since that time he has been a resident of Wilmette, a suburb of Chicago, and he will continue to reside there, although his new venture will keep him traveling much of the time.

"Jim Wetmore" Celebrates Forty-ninth Birthday Anniversary

The employees of Marion S. Burnett took him by surprise on April 17th, which was his 49th birthday. When "Jim Wetmore" of the "Sick Print Shop" returned from lunch on this day he found his desk arranged with forty-nine beautiful American Beauty roses, and thereon this message:

"My dear Mr. Burnett:

"Another mile-stone reached on the journey of life. May a new and fairer country lie beyond, a land of plenty, ruled by the gods of happiness and contentment.

"Kindly accept this little gift as a token of appreciation and the heartiest best wishes for your success on this, the 49th anniversary of your birth, from each and every one of the Marion S. Burnett Company."

The Marion S. Burnett Company has made rapid strides since Mr. Burnett took over the plant. He has made his office look the counterpart of the up-to-date office shown in the fourth act of the "Sick Print Shop," and he says there is but one cost system and that is the Standard Cost System of the Franklin-Typothetae.

First impressions are lasting, and the ones received when entering the business office of this concern surely will be lasting ones. The plant is also up-to-date and modern in every detail. His organization is the best of its kind and the classy work they turn out speaks volumes for its owner.

Printers Back of New Bank

Two Chicago men, interested in the printing industry, are behind the new Transportation Bank of Chicago, which will open its doors July 1 in the Transportation Building, 608 South Dearborn street. These men are C. H. L'Hommedieu, of Barnhart Bros. & Spindler, and W. F. Donohue, of M. A. Donohue & Sons.

The institution is to have a capital of \$500,000 and a surplus of \$100,000. Others interested in the organization are men prominent in the financial and industrial life of the city.

Henry F. Kuehl, of the Board of Education Chapel, Chicago Typographical Union, has announced his candidacy for delegate to the 65th International Typographical Union convention, to be held at Albany, August 9 to 14. Mr. Kuehl is the only Monotype man who is a candidate. The election of Chicago representatives will be held May 26.

A new slug, lead and rule casting business was started last month at 66 West Harrison street. F. A. Trittipio is the owner and the company is known as the Economy Products Company. Mr. Trittipio was formerly connected with the Peterson Linotyping Company.

D. F. Keller & Company have installed a Production Meter unit in their new plant, which was recently moved from Plymouth Court to 732 Sherman street.

William Angus, son of W. A. Angus, of the Perfection Linotyping Company, Chicago, is recovering from a serious operation performed April 12.

Continued on Page 74

LAKE SIDE BOND

"Once tried—always specified"

WHITE
BLUE
PRIMROSE
GOLDEN ROD
PINK
CANARY
CORN
GREEN
OPALINE
RUSSET
GRAY
CHERRY

All regular sizes and weights carried in every color—170 items in all.

Lakeside Bond is without question the biggest line of high grade bond paper in the United States.

In quality it is better than ever, and as an instance of our ability to deliver the goods, let us mention that a few days ago we shipped 450 reams of one size and weight out of our Chicago stock the day after we received the order. Try us for real service.

We help you sell it

- 1st—Through our advertising campaign in SYSTEM through which we reach approximately 400,000 business men every month.
- 2d—By extending membership in the Lakeside Better Letters Association *to your customers* without any charge.
- 3d—By furnishing you with attractive folders printed on Lakeside Bond, to be used as enclosures with estimates, correspondence, etc. These folders not only boost the paper, but your business as well.

If you are not selling Lakeside, now is the time to begin. If you work with us, as we promise to work with you, it is sure to mean more business for you. Every element of chance is eliminated.

Further details will be sent you as soon as we hear from you.

BRADNER SMITH & CO.
Wholesale Paper Merchants
CHICAGO

"68 years of service to American printers"

CINCINNATI

The Queen City of the Industrial West

L. C. HARVY, Representative

A printing plant intended to be the largest west of New York, and which will cater to magazine printing, is the aim of a group of Cincinnatians, headed by Lou Breitenbach, as president. They have organized the Federal Press and now are operating on Elm street, near Fourth. Negotiations are under way to obtain contracts for the printing of four or five large magazines with a combined circulation of nearly a million copies. Fred Zinsle, former vice-president of the Bachrach Press, is secretary of the new concern.

John Omwake, of the United States Playing Card Company, had the members of the Commercial Club as his guests at his plant recently. He entertained them with luncheon in the company's dining room, after which he conducted them on an inspection tour of the plant.

Fred Zinsle, who has become secretary of the new Federal Press, has resigned as vice-president of the Bachrach Printing Company. The operations of the latter company, as heretofore, will be under the direction of S. Bachrach.

The Cramer Publishing Company, with offices in the Union Central Building, will occupy a storeroom in the Film Exchange Building at Broadway and Pioneer streets, for distribution purposes.

A. N. Forsythe, western sales manager for The Howard Paper Company, Urbana, Ohio, spent a week in New York attending the Paper Makers' Convention.

George McDonald, of the McDonald Printing Company, has paid approximately \$15,000 for the 13-acre place of W. D. Sexton, on Mt. Pleasant avenue, Wyoming, O.

Elzner and Anderson, architects, expect to award contracts soon for the new home of the Procter & Collier Company, at McMillan street and Reading Road.

Business with the Cincinnati printers continues at a high level. The volume keeps on increasing, but the paper shortage is causing the printers no end of worry. In an endeavor to keep pace with the shortage, the printers are buying what they can get, hoping to get enough stock ahead to tide them over the perilous times. The demand for the better class of printing continues brisk, with prices on the upward trend. It is reported that printers are to be granted a substantial increase next month.

Don V. Gerking, Chicago, director of organization work of the United Typothetae of America, at a meeting at the Grand Hotel, March 25, told members of the Franklin-Typothetae of Cincinnati of the work being done by the parent organization. D. K. Blumenthal, Hamilton, O., who attended the meeting, said the Typothetae Club in that city had 100 per cent membership.

Employees of the Gibson & Perin Company, stationers and printers, have formed an overall club. The instigator was W. H. Gilbert, superintendent of the bookbinding department, who was among the first to wear overalls in Cincinnati, as means of bringing down the high cost of clothing.

The American Art Printing Company, of Cincinnati, has been incorporated with a capital of \$25,000. The incorporators are W. R. Blum, R. Wagner, C. W. Ratterman, C. C. Streutker, G. Budde, L. A. Fortwangler, C. F. Koenig and F. Pfister.

The Secretary of State has authorized the Cincinnati Art Publishing Company to increase its capitalization from \$20,000 to \$300,000. "The increase is to take care of the expansion of our business," explained Stanley Freiberg, president and treasurer of the company.

John McFarland, New York, candidate on the Progressive ticket for the presidency of the International Typographical Union, spoke at a recent meeting of the local union.

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BOOK PAPERS

Coated and Uncoated
BRISTOLS AND BLANKS
EVERYTHING IN PAPER



Distributors of

WARREN'S STANDARD PRINTING PAPERS AND THE HAMMERMILL LINES

THE DIEM & WING PAPER CO.

CINCINNATI, OHIO

LOUISVILLE, KY.

COLUMBUS, OHIO

NEW ORLEANS, LA.

IRISH LINEN BOND

Unexcelled in Its Field
For Letterheads and Forms
Envelopes to Match

Miehle Presses a Chicago Product

Revolution of the Printing Industry Largely Due to Windy City Company
Produces One Hundred Presses a Month, Twelve Thousand
Now in Use Throughout the World

Chicago is the "home of" many important factors in the printing industry, not the least of which is the Miehle Printing Press and Manufacturing Company, a concern whose influence has been felt more strongly, perhaps, than any other single factor since movable type was invented.

With twelve thousand presses in use today, from Shanghai clear around the world to Bombay, and from Nome to Tierra del Fuego, this company has made possible, through the thirty odd years of its existence, the gradual evolution of the printing business from next to the lowest to the fifth industry of the country.

Of these twelve thousand "Miehles," fully twenty-five per cent are located in the nine states of the "Industrial West" and the greater portion of this percentage, in the city of Chicago.

Invented in 1888

Since 1888 when—after five long years of hard struggle for financial support—the first press was constructed, till the present day, the name of "Miehle" has been closely linked with the commerce and industry and romance of the world, for from the cylinders of its presses have come catalogs which have sold Chicago goods in far-away India, orders which have set in motion the giant wheels of manufacturing plants, and books which have shaken the world to its depths. That this linking of the company, through the graphic arts, with all phases of life, has not been without its reward, is evidenced by the size of the Miehle plant today, which now covers twelve acres of ground, employing 1,400 persons through whom families numbering 7,000 people are fed and clothed.

One hundred completed presses are sent out each month and still the company cannot meet the de-

mand. Enough orders are filed away in the offices of the company today to keep them busy for months to come. When this demand is compared with that of 1888—six presses were built that year—the plant becomes more than a mere factory; it becomes a huge thermometer on which is registered the yearly increase in the printing business, but a thermometer which registers always an increase, in an industry which will continue to grow as long as man inhabits the earth.

The introduction of the first Miehle press, thirty-one years ago, was made into a very different world than that of today. Then, two pages of advertising in the largest periodical of the time, Harper's Weekly, was looked upon as an unusual amount. Compare this with the periodicals of today, and some faint idea of the increase in printing can be gained. In 1888 all type was hand set. It was a very large plant, indeed, which owned a half dozen cylinder presses. Yet, today, four plants in Chicago alone can boast 189 Miehle presses, not to mention those of other makes. These plants are the Manz Engraving company, with an exclusive equipment of 57 Miehle presses; R. R. Donnelley and Company, with 53 presses; Rand-McNally and Company, with 45; and Rogers and Company, with 34.

Marks Epoch in Printing History

The introduction of the Miehle press marked an epoch in the history of printing. The press, which to the layman appeared no more than a modification of existing types, actually embodied a greater number of radical improvements than had ever been introduced at one time in any new printing press, and the inventor, who was a practical pressman, de-

Continued on Page 88



**You Have a
Standing Invitation to
Call and Inspect
Our Plant
and
Up-to-date Facilities**

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

We own the building, as well as our printing plant, and operate both to meet the requirements of our customers.

Day and
Night Service

The best quality
work handled
by daylight



One of the largest and most completely equipped printing plants in the United States

**Printing and Advertising
Advisers and
The Co-operative
and
Clearing House
for Catalogues and
Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications. Our interest in the success of every legitimate business and publication prompts us to offer our assistance in every direction that appears practical and possible, and we invite suggestions, with a view of making our service most valuable.

CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

Business Methods and Financial Standing the Highest. Inquire Credit Agencies and First National Bank, Chicago, Ill.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists

(7) Also Such Printing as Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)

PRESSWORK
(The usual, also Color and Rotary)

Binding
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

USE NEW TYPE

**For CATALOGUES
and ADVERTISEMENTS**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and
Monotype Faces**

We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

**Binding and Mailing
Service**

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

ROGERS & HALL COMPANY

Polk and La Salle Streets

CHICAGO, ILLINOIS

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TO the Chicago Artist and Engraver, Chicago Beautiful owes a great measure of credit. The Artist is responsible for the realization and design of the many city beautifying projects already completed and under way.

To the Photo-Engraver and his product, should go the credit for bringing before the people, the preconceived idea of what their money will buy—the city beautiful—the Barnes-Crosby studios and shops have done their share.

Mergenthaler Linotype Company Moves Offices to New Building

On May 1 the Mergenthaler Linotype Company will remove its executive and business offices from the long-maintained home in the Tribune Building, New York City, to new quarters in the great eight-story factory building which has been added to the plant in the Borough of Brooklyn, New York City. The address is 29 Ryerson street, Brooklyn, New York.

Two stories of the structure, which is 300 feet long and 70 feet wide, will be used for the business purposes of the organization, the seventh floor being equipped for the officers of the company and the executive departments, while the sixth will be occupied by the accounting department, with space reserved for the experimental rooms. The eighth floor is given over to comfort and convenience, among them provisions for a large cafeteria, so designed that it can be used as an assembly room for general social purposes.

The officers of the company have long been proud of the men and women whom they have gathered in the course of years to help in directing and administering the business of the big organization, and they plan to make the new home one that shall make the working day play its proper part in human living. Although the entire building, with the exception of the offices, is devoted to production, the arrangement is such as to provide perfect quiet and isolation for the business staffs. The new building, which adds 168,000 square feet to the existing twelve acres of floor space in the group, is of reinforced concrete, with light from all sides, and will unquestionably stand as an advanced example of industrial efficiency.

The only Mergenthaler Linotype Company offices to remain in the Borough of Manhattan will be those of the publicity department, which has already established itself on the twenty-first floor of the Printing Crafts Building, Eighth avenue between Thirty-third and Thirty-fourth streets. A sales reception room will be maintained on the seventeenth floor of the Tribune Building.

Six Hundred Chicago "Job" Plants Ready to Meet Any Demand of Customer. "Service" a Feature

William McDonnell, Foster & McDonnell

Chicago, the great central market, leads the West as a printing center. Besides the many large and well-known establishments, the smaller shops, jointly, form an important factor in the importance of the industry.

Dotting the entire city, these smaller shops, to the number of about six hundred separate plants, offer many advantages to the buyers of printing.

With the establishment of Trade Composition plants in the outlying districts, these smaller shops are practically put on an equal plane for composing room capacity with the large houses. Equipped, as most of them are, with automatic feeders and presses, their pressroom capacity is quite flexible and jobs formerly thought impossible for small shops have now become routine.

Then the matter of personal supervision is quite a factor. Work requiring close attention to detail and careful supervision can be better handled in the smaller shops than in the large ones, because in most cases, the shop organizations being small, a higher sense of responsibility is felt by each individual, closer co-operation between departments prevails; the proprietor is generally the superintendent and in close touch with all work going through his plant, and necessarily interested in completing the work to the customer's entire satisfaction.

Buyers of printing would do well to consider the possibilities of Chicago's small shops in handling special kinds of work, intricate work, etc.

The secretary of the Franklin-Typothetae of Chicago, with offices in the Monadnock Building, or the business office of the Ben Franklin Monthly, can give inquirers detailed information as to any phase of the small shop possibilities desired.

The emergency print paper bill, allowing newsprint paper of a value up to eight cents a pound to be imported into the United States duty free, passed the Senate late last month, after having been passed by the House, March 30.

Vandercook Company Moves Plant

Another firm that has built up its business in Chicago and maintains its manufacturing plant in this city is the Vandercook Press company, which recently moved from 559-565 West Lake street to 452 North Ashland boulevard. The company manufactures the Modern proof press, which was first developed by the owner of the company, R. O. Vandercook, in 1909. At that time Mr. Vandercook, who had all his life been connected with the printing industry, came to Chicago to develop some ideas on regular printing press construction.

He first built a model of the impression members only (bed and platen) and developed in those greater accuracy in impression than had ever before been obtained. This model attracted the attention of Fred Cozens, president of Kenfield-Leach and Company, Chicago, who ordered one of the presses made for himself. This proved so successful that other orders for the presses were given Mr. Vandercook, and in this way the company was started.

During the first year, 250 machines were sold and in addition thirty different models to suit different classes of work and different plants were designed.

It was during this first year that the company produced the composing room cylinder press, which has met with such complete success since then. This press was first installed in the Government printing office at Washington, where rigid tests were made as to its ability to do the work. These tests proved conclusively the value of the model, and cost records of the Government showed a saving of several dollars a day through its use.

Since the close of the war, the business in Vandercook proof presses has increased to an enormous extent, making necessary the removal of the plant to larger quarters. The company has always maintained the policy of selling its product direct by mail and by means of trade paper advertising, both of which have proven highly successful, all sales thus being made direct from the Chicago plant.

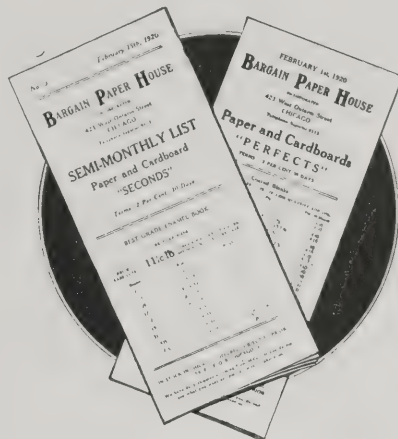
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PITTSBURGH, PA.
209 Ninth Street

MILWAUKEE

and Wisconsin

Plans are being made by two committees of the Milwaukee Typothetae to arrange an organization exhibit at the "Made in Wisconsin" exposition to be held at the Auditorium, May 22 to 30. No effort will be made to display printing, the sole object of the exhibit being to educate the customer in Typothetae work. The Code of Ethics, Trade Customs, etc., of the organization will be given a prominent place with a view to showing the public what the organization is doing to stabilize the printing industry.

Other plans are being made by the same committees to carry on an advertising campaign through the Milwaukee daily papers, similar to the one conducted by the Minneapolis Typothetae some time ago. The two committees in charge include the regular publicity committee, composed of F. G. Cramer, Chairman; Charles Gillette and Herman Beyer, and a special committee from the sales division, comprising E. P. Hoyer as chairman, Ferdinand Aumiller, of the Kramer-Krasselt Company, and Charles Dietas.

Philip Grau, manager of the Milwaukee Association of Commerce and former manager of the National Furniture Manufacturers' Association, was the principal speaker at the May meeting of the Milwaukee Typothetae held the first part of the month at the Hotel Pfister. Mr. Grau has had years of experience in big organization work and was able to give the members of the association a number of pointers which will prove valuable in advancing the interests of the work in Milwaukee.

The subject of Trade Customs was brought up and some important developments in this line will result. Following the new innovation of allowing various members to officiate at the meetings as chairman, Vice-President Charles Gillett presided.

E. W. Meyer Company, gold and metallic inks, has moved to 432 Third street, where the manufacturing plant formerly located at 478 Edison street and the offices formerly maintained at 507 Chestnut street, are now located. The new situation allows of considerable expansion to take care of a business which has made rapid progress during the four years of its existence, and which is continuing to grow, the company having only recently added three new field representatives.

A forty-two per cent increase in Milwaukee's mechanical payroll was shown as a result of the survey completed recently by the Milwaukee Typothetae. This means that the combined payrolls of members of the association for 1919 showed a total of \$1,086,134, as against \$762,614 for 1918.

With the increase in payroll comes an increase in the budget of the organization, which will permit it to carry out a number of plans already formulated. The willing spirit of the members is shown by the fact that they unanimously voted at the April meeting to assess all dues on the new figures at the old rate of \$2.25 per thousand dollars of mechanical payroll per month. The budget is increased from \$20,481 to \$29,932, which, with the money received from associate members, amounting to \$3,660, makes the total working funds of the association \$33,592 per year.

Kirby-Cogashall Company, 174 Huron street, is making many improvements and adding various equipment, which double the capacity of the plant. The company, which manufactures labels, stickers, cut-outs and specialty work of all kinds, is finding the demand for such work rapidly increasing, and in addition to the enlargement already made, plans to add still further to its floor space and equipment, and in time will take over the entire building it now occupies, with an addition to be built covering a greater portion of the block.

The equipment added recently includes two new Miehle presses, two special embossing machines, two die-cutting machines and other special equipment.

Officers of the company are: H. E. Cogashall, president; A. F. Cogashall, vice-president; H. G. Cogashall, treasurer; A. J. Kron, secretary, and C. E. Bostwick, general manager.

Milwaukee will have a permanent cost accountant to handle its installations. This decision was reached at a meeting of the Board of Directors held at headquarters April 23. With the departure of Charles Ward, who has been installing the work through the U. T. A., it became necessary to make some arrangements for a permanent man. Mr. Ward has been made auditor at the Chicago office of the U. T. A. The position of permanent cost man was offered to H. G. Candee, who has been assisting Mr. Ward. Final decision had not been reached at the time of going to press.

Laudon·Nuzum

Electrotype Co.

133·135·MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.

Milwaukee, Wis.

That the letter written by Herman Beyer to Secretary W. G. Penhallow of the Milwaukee Typothetae is attracting universal attention is shown by the fact that the New Orleans Typothetae has reproduced the greater part of the letter in a little folder sent to all members and non-members of that city.

The letter referred to was read at a recent meeting of the Typothetae and refers to the conversion of Mr. Beyer to the Standard Cost Finding System.

The Open Selling Division of Milwaukee Typothetae has recently been strengthened by the addition of four new members, including the Henry Wheeler Printing Company, 416 East Water street; the Andrew Buehler Printing Company, 632 East Water street; Fowle Printing Company, 129 Michigan and the Universal Printing Company, 1457 Green Bay avenue. The Open Selling Division meets at luncheon every Friday noon. Carl Moebius is chairman. The average attendance is around 22 members each week, which indicates the live interest felt in the division.

Green Printing Company, 210 Sycamore street, has installed the first press manufactured by the Milwaukee Printing Press Company. The press combines a number of new features, including an automatic feeder, which enables it to turn out more and better work than would otherwise be possible. The press was exhibited by the Milwaukee Printing Press Company at the Advertising Show held in the Auditorium the first part of April and attracted considerable attention, and resulted in a number of orders being placed by Milwaukee printers.

Increased demands on the central office of the Milwaukee Typothetae for cost work and service of all kinds has caused the association to enlarge its equipment by the addition of a Burrough adding machine and a Monroe calculator.

Three new members were added to the Milwaukee Typothetae, bringing the total number of members up to 87. The new companies joining recently are, the Jugo-Slavia Printery, Olson Publishing Company and Specialty Printing Company.

George F. Moss, president of the Western States Envelope Company, Milwaukee, is among the party from the Milwaukee Chamber of Commerce which is attending the National Foreign Trade Council meeting at San Francisco, May 12-15.

Looking Back to the Start

An electrotyper, who was asked how collections were nowadays, said they were good—that while he had one or two customers who are a little slow in paying up, they were sure. For many years he had not been troubled with bad debts. When he started, though, he went through an experience he wouldn't care to have again for anything. It was the same story that could be told by many of the beginning of a business—of people who want something for nothing, or next to nothing, and the inexperience which brings losses through taking chances.

Could it only be impressed upon every individual and firm venturing into the business field that they stamp their character on their bills and their stationery, it might cause much hesitation over letting it be known their object was cheapness in preference to quality; that they had no hope to compete on an even basis. Then the deadbeats and the tricksters would find fewer victims and all commerce be on a sounder basis. An optimistic view is that the trend is toward it. Certainly conditions today favor a display of common sense in making prices. Less is said about charges than getting work done within a reasonable time, though extortion, if practiced by anyone, will finally carry its penalty. It is a time when service commands large compensation and only weaklings fear to ask a fair share.

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"Quality" Slugs with a Clean-Cut Face
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Day and Night
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Linotypes and Monotypes
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MILWAUKEE

ST. LOUIS

W. C. Howland, Representative, 1005 Federal Reserve Bank Building

A meeting for the purpose of organizing St. Louis Trade Composition plants was held the evening of May 7 at the Hotel Statler, this city. A number of St. Louis Machine Composition men were present. The meeting was called by the International Trade Composition Association, a branch of the United Typothetae of America, and was attended by the president of that organization, E. J. McCarthy, of the Smith-McCarthy Typesetting Company, Chicago, and who was the principal speaker.

Mr. McCarthy was accompanied by a large delegation of Chicago members of the association, including the secretary, Frank M. Sherman. Others from Chicago were D. W. Mathews, of the Mathews Typesetting Company; Denham Harte, of the S-K-H Typesetting Company; Charles L. Just, of the Just Typesetting Company; Matt Bolt, of the Walden Typesetting Company; Walter Bleloch, Chicago manager for the Mergenthaler Linotype Company; Joe Cante, Great Western Smelting and Refining Company, and Phil A. Howard, of Ben Franklin Monthly.

A delegation from Kansas City was also present, headed by Lawrence E. Smith, of the Smith-Grieves Typesetting Company.

Henry Suerig, secretary-treasurer of the Pressmen's Union, who was one of four persons injured one night recently, when an automobile he was driving collided with a steam shovel, died Tuesday, April 27, from the injuries he received. He suffered a fracture of the skull and three ribs, and in addition was badly bruised. Victor Jermer, a pressman, who was with him, was cut over the left eye and had a lacerated scalp. Theodore Suerig, four years old, son of Henry Suerig, was slightly bruised, and George B. Wood, a lithographer, had a fractured nose and rib.

Oscar H. Ziegler, 43 years old, manager of the Robert Ziegler & Son machine shop, 210 Vine street, died April 25 at his home in the South Side. The Ziegler Company specializes in installing and repairing printing presses, and is well known by printers. Mr. Ziegler became an expert in his line in the New York factory of R. Hoe Company. He is survived by his widow, a son and daughter.

Cylinder Press Production was the subject of the luncheon meeting, Monday, May 3rd, at the American Annex. A report of records of this class of work done in St. Louis was given by Jesse S. Skinner, vice-president of Buxton and Skinner Printing and Stationery Company. All present took part in the discussion which followed.

Fire at the plant of the Porath & Bruewer Printing Co., 1515 Newhouse avenue, recently damaged the stock of paper to the extent of \$10,000. The blaze was confined to the stockroom and damage to the building was slight.

Harold C. Macoy, vice-president of the National Printing and Engraving Company, was elected president of the Poster Printers' Association at its annual meeting held at Chicago in April.

St. Louis will have the honor of entertaining the national convention of the United Typothetae of America, which is to meet at the Hotel Statler on September 13, 14 and 15.

The Lewin Lander Book Bindery, 1419 Oliver street, suffered damage by fire amounting to several thousands of dollars on April 17. The loss is partially covered by insurance.

The warehouse at 112 South Eighth street has been leased to the Con Curren Printing Company. It has more than 40,000 square feet of floor space.

The Clark Sprague Printing Company, in the Gay Building, has taken in additional space and has added considerable new equipment.

Plant owners of this city closed their shops at 3 o'clock Friday afternoon, May 11, to permit employees to vote on the municipal bond issue.

The Speed Typesetting Company, St. Louis, has been sold to the Model Printing Company, Wellston, Mo.

Albany to Entertain I. T. U.

A fund of \$15,000 is being raised by printers, city officials and citizens of Albany, N. Y., to entertain the 5,000 delegates expected to attend the International Typographical Union convention to be held in that city in August.

DAYTON AND OSWEGO

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LITHOGRAPHERS, PAPER MILLS

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"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Finest Plant of Country's Printing Center

PUBLISHERS requiring national distribution and all the facilities for rapid and correct printing and mailing are requested to communicate with us. We can show them a thoroughly equipped plant, where service is developed to a high degree of efficiency. The knowledge gained by many years' experience is at their call at all times, night and day.



We have the most complete composing room in the West—the best equipped pressroom and a well organized bindery. Everything connected with mailing and delivery is ordinary routine in our business.

What we have already done for our customers is the most convincing proof of our capacity. We wish to convince you of our ability to take care of your product by showing our records of the past and present.

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THE INDUSTRIAL WEST AT LARGE

Robinson Locke, owner and editor of Toledo Blade, died April 20, three days after an operation for appendicitis. Born in Toledo, March 15, 1856, he became noted as a dramatic critic and was prominent as a Mason. In 1883 he served two years as United States Consul to Newcastle on Tyne, England. His father was David Ross Locke, famous for his writings under the nom de plume "Petroleum V. Nasby."

Frank D. Fryer, New York, and Andrew R. Koehler, Buffalo, of the International Association of Electrotypers; Julius M. Hofstetter, Philadelphia, of the National Association of Employing Lithographers, and William Blaisse, New York, representing the National Association of Steel & Copper Plate Engravers, attended the annual conference of the United States Chamber of Commerce, held at Atlantic City, April 27 to 29.

The Oklahoma Press Association met at McAlester, Oklahoma, on May 7 to 9. Besides routine business and addresses on matters pertaining to betterment of Oklahoma newspapers, the newspaper men were the guests at a number of entertainments arranged for their benefit, including a pageant called "Oklahoma," which was presented by the Fortnightly Club. An inspection of the penitentiary at McAlester was also one of the features.

Henry M. Ellis, for the past three months executive secretary of the Arkansas Typothetae, with headquarters in Little Rock, has resigned that position to become secretary-manager of the New Orleans Typothetae, with offices at 345 Carondelet street. Mr. Ellis was at one time business manager of the Sapulpa American.

Louis D. Darby, secretary and treasurer of the Michigan Lithographing Company, Grand Rapids, Michigan, died at his home in that city recently. Mr. Darby was very well known among the trade of the Industrial West and his death is mourned by many.

McGRATH ENGRAVING CO.

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ELECTROTYPERS**

TEL. HARRISON 6245

501 S. LA SALLE ST.

The Fred L. Kimball Company, of Waterloo, Iowa, will move June 1 to its new plant, which is now in course of construction. The new home of the company will be one of the most modern in the Industrial West. It is of brick and hollow tile block, one story in height, 200x100 feet, with 75 per cent of its walls given over to windows. The plant was laid out by the engineering department of the American Type Founders Company, and is located in such a position that it will always have light and fresh air.

In addition, the company is erecting a modern building of similar construction, although of two stories, in which the offices will be located. This building will be 50x80 feet. Both buildings are so planned that every aid is given to the comfort and efficiency of the employees. The Kimball company publishes The Dairy Farmer, with over 100,000 circulation; The Milk Magazine, The Egg Reporter, The Creamery Journal, The Iowa Magazine, and does a large volume of book, catalog and circular work.

The combination of printer and magician isn't a usual one, and to be successful in both roles is something to be proud of. At least that is the way those who know Olaf T. Gylleck, foreman of the printing department of The Challenge Machinery Company, Grand Haven, Mich., look at it. Mr. Gylleck, who, in addition to being foreman of the Challenge company's plant, is also head of the company's service department, lays claim to being—and has proven himself—a master magician. He ranks with professionals and spends his spare hours in bringing forth rabbits from other people's hats, and eggs from their ears, and in performing other strange feats. He is well-known throughout the country as an entertainer and has given performances in almost every state in the union.

J. M. Vollmer, for the last ten years connected with the Employers Association of Louisville, Kentucky, has succeeded H. W. Flagg as Commissioner of the Employing Printers of America, with headquarters in the Monadnock building, Chicago. Mr. Vollmer is a firm believer in the "open shop" and brings to his new position the conviction that this is the only true American way of carrying on industry. Mr. Vollmer's attention will be devoted largely to the matter of training apprentices for the industry, the crying need for which is every day becoming more and more apparent. Mr. Flagg, who has been connected with organization work for the past sixteen years, will withdraw from the work to take a much-needed and well-earned rest.

The Kenosha (Wis.) Evening News was compelled to print its entire edition of 6,000 copies on wrapping paper, April 16, and for several days thereafter. Shortage of newsprint was the cause.

William D. Showalter, editor of The Editor and Publisher, died at his home, New York City, on April 4.

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Is a Baseball Magnate

Charles H. Luck, head of the Charles H. Luck Envelope Company, Chicago, is the owner of the Logan Square Baseball Club and has made a big success with it, just as he has with his envelope company. He is also president of the Liberty Baseball League, composed of clubs of boys, who will furnish recruits for the big leagues later on. He has offered a complete equipment of uniforms, etc., to the team winning the championship of his organization.

Frank Shank, genial Chicago representative of Charles Eneu Johnson and Company, is laid up in the hospital with an attack of gastritis, but expects to be back selling ink within a short time. To add to his misfortune, Mr. Shank fractured his right wrist a few days before being taken ill, through an unfortunate encounter with his automobile.

The newsboy will soon be a back number, if a recent invention to distribute newspapers automatically, through vending machines, proves successful enough to be adopted throughout the country. A number of newspapers have adopted the plan, including the Augusta (Ga.) Chronicle.

Ottmar Mergenthaler, inventor of the Linotype composing machine, has been proposed for enrollment in the Hall of Fame at New York University by officers and directors of the American Newspaper Publishers Association.

R. Hoe & Company, printers supplies, have given up their show rooms in the Rand, McNally Building, Chicago, and have taken offices in the Tribune Building. The change was made May 1.

Chicago Council No. 1, Printing Trades Craftsmen, held a "stag" party at Lincoln Park Chapter Hall, 1205 North Dearborn street, Saturday night, May 1.

Huber Company Manager Dies

James Cashman, Chicago manager of the J. M. Huber Company, printers' ink manufacturers, with Chicago offices at 732 Federal street, died very suddenly on April 2.

Mr. Cashman had been at the Atlantic hotel for dinner with his daughter, Miss May Cashman, and was returning to his home at 5044 West End avenue, when he was stricken in the taxicab in which he was riding. Before the taxicab could return to the hotel Mr. Cashman had died.

He was one of the best known men in the trade and had the esteem of all who knew him. Besides being manager of the J. M. Huber Company, Mr. Cashman took an active interest in city politics. He is survived by a widow and nine children.

Seventy-five per cent of the data listed in the Chicago Printing Trades Blue Book, published by A. F. Lewis and Company, had to be changed in the current issue because of changes in telephone numbers, addresses and personnel. This is the largest percentage of changes recorded, the greatest number before having been thirty-three and a third per cent, and the general average of such changes, twenty-five per cent.

Frank M. Sherman, for the past few months secretary of the Chicago Trade Composition Association, has resigned that position to devote all of his time to the affairs of the International Trade Composition Association, of which he is also secretary. C. C. Means, general secretary of the Franklin-Typothetae of Chicago, will have charge of the affairs of the Trade Composition branch.

B. S. Elrod, president of the Elrod Slug Casting Machine Company, of Omaha, Nebraska, was a Chicago visitor April 16. Mr. Elrod stopped off in Chicago on his way to New York City to see Frank A. Hill, of the Intertype Corporation, who is to have charge of Elrod sales in the mid-western territory.

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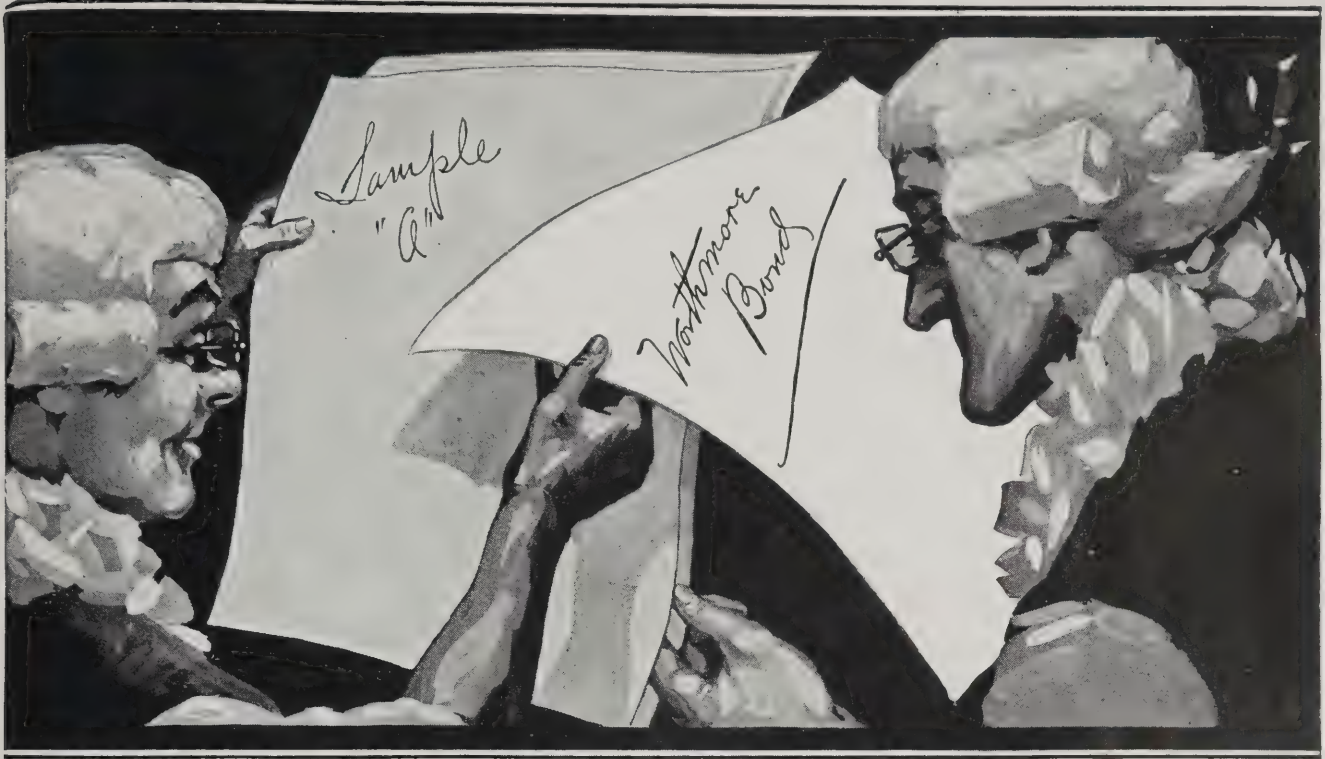
725 S. La Salle St., Chicago

Tel. Harrison 7185

Trade Plant Equipment of Windy City

Continued from Page 32

As time passes, the great empire of the Industrial West will reach its full development, and the great city which rests at the foot of Lake Michigan will attain its destiny as "Chicago, Printer to the World." And at this time the trade composition plants will still be putting forth their best efforts to serve the interests of that vast army of printers who have no composing machines, and of those printers who wish to close their own composing machines and take advantage of the cut-cost of operating through trade composition plants who operate 16 hours a day, giving the best of service at the minimum of cost.



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"COMPARISONS are odious" only to those persons or things that pretend to be what they are not. To genuine competitors, comparisons are not only welcome but essential. Comparison implies likeness of essential characteristics differing only in degree. Seventeen years ago we brought out a high-grade, popular-priced rag-content bond paper, we believed to be worth more than other papers of similar material, workmanship, purpose and price. We therefore named it

Worthmore Bond

A Whitaker Standard

We offered it simply on the basis of comparison with competitive sheets, and quickly established an enormous sale for it. By keeping the quality and price of Worthmore Bond where they can always stand the fierce white light of comparison, we have not only maintained but vastly increased its prestige and its sale. On this basis we solicit the continued patronage of present users and invite introductory orders from those who are now paying the Worthmore Bond price for papers that are probably worth less.

White and colors. Envelopes and ruled headings. Sizes and weights to meet all market requirements. Samples for the asking.



DIGEST OF MACHINE COMPOSITION NEWS



Non-Distribution as Viewed by The Trade Plant

By CHARLES HAYWARD, Hayward Linotyping Co., Milwaukee

About the year 1893 the writer was working at the printing trade in Milwaukee. At that time the Evening Wisconsin, an afternoon daily, installed Linotype machines. I distinctly remember that the topic of conversation among printers at the time was the wonder of a machine that could distribute type, or even matrices. The fact of the assembling and casting of the type did not seem to be nearly so wonderful a thing as the distribution feature. And now, in this twentieth year of the Twentieth Century, we have discovered that it does not pay to distribute type by hand, when it is considered that the compositor's time has to be sold for at least five cents per minute, and that brand new type can be bought at a net cost of about 35 cents per pound. From this, it will be quite evident that the printer cannot afford to distribute type by hand.

This may seem to some to be a broad statement, but I venture to say that an investigation will prove it to be true.

Costs 75 Cents a Pound

In the first place, taking 8 point type as a standard, a compositor will distribute, approximately, four pounds per hour. In this connection it must be remembered that he is throwing in second-hand type. Taking five cents per minute as a proper charge for the printer's time, it will be seen that it costs 75 cents a pound to throw in second-hand type. In addition to this there must necessarily be added the time lost in the pressroom in making ready a type form in which some of the characters have been subjected to much more wear than others, and, therefore, are lower. This is a much more serious item than at first appears. Even a few minutes unnecessarily spent in making ready a form with a small run adds a big percentage to the cost.

Another argument for non-distribution lies in the scarcity of skilled help at the present time. Taking time to throw in type in the midst of a rush often means an idle press; and not taking the time to distribute means pulling sorts, pi and typographical er-

Type Becomes Mobile

A further advantage of the non-distribution sys-

tem lies in the fact that in offices where it is installed the proprietor is unconcerned as to what particular type a customer wants, or how much of it. Today, he may use a hundred pounds of Bookman, and next week it may be junked and cast into Caslon, to meet the demand of the hour.

It has been our experience that it seldom takes more than ten pounds of sorts to replenish a case of type that has been used to the point where there are several case characters that have been entirely used up. It is our practice to have our customers turn in their run-down cases, have them weighed, filled, and then re-weighed. By the aid of the sorts cabinet this operation seldom requires more than one-half hour per case. We have installed this system in several Milwaukee plants, with satisfactory results. In some plants that have come under my observation, the production time has jumped from 67 to 85 per cent as a result of non-distribution.

From the point of view of the trade plant, the carrying of Monotype in cases by our customers is very essential to the successful handling of the type that has been keyboarded and cast in the trade plant. It means that the printer can make corrections in jobs without waiting for the composition house, and it means that a letter that has been accidentally broken, may be conveniently replaced.

Distribution a Lost Art

To sum up, it may be said that distribution is becoming a lost art, largely because the cost of the time consumed is prohibitive, and because, in a great many cases, the labor required to distribute type actually cannot be procured. It is a disagreeable and dirty occupation and in the majority of cases a compositor engaged in distribution considers that he is taking a sort of holiday, and finds opportunity while thus engaged, to "kill" considerable time. It is a safe prediction that if employers knew what it actually costs to throw in type, taking into consideration the extensive depreciation in the material, this feature of the print shop routine would be almost entirely eliminated.

Chicago Association to Elect Officers

The annual election of officers of the Machine Composition Division of the Franklin-Typothetae of Chicago will take place at the regular Tuesday meeting of the association to be held May 18. A nominating committee, composed of Denham Harte, chairman, Frank H. Akers and H. I. Wombacher, was appointed by President E. J. McCarthy at the meeting of the organization held at the City Club Tuesday, April 27.

Several other important committees were also appointed at this same meeting, including one to fix

the budget and dues of the organization for the next year. This committee comprises Charles L. Just, Homer Dunn and H. I. Wombacher. The metal problem was placed in the hands of a special committee, with instructions that it bring in recommendations on this matter at the meeting, May 18. This committee has as its chairman Denham Harte, and its other members William A. Angus, Matt. Bolt of the Walden Typesetting Company, Cecil Emery of the M. & L. Typesetting Company, and J. M. Miner of the Quality Typo Company.

Second Annual Convention Sept. 14, 15, 16

The second annual convention of the International Trade Composition Association, a branch of the U. T. A., will be held in St. Louis, September 14, 15 and 16. The first two days will be devoted partly to the national convention of the U. T. A. and partly to discussion of matters pertaining to the trade composition business. September 16 will be devoted entirely to the machine composition business, this date being the day following the last session of the U. T. A. meeting. In this way delegates interested in both events will be enabled to take part in the United Typothetae and machine composition discussions at the same time.

The Intertype Corporation announces its latest Intertype in the new D-s. m. machine, which is capable of casting type from 8 point body to 36 point Cheltenham bold. The first public exhibition of the machine was made at the Waldorf-Astoria hotel, New York City, at the annual convention of the A. N. P. A., the week of April 19. The matrix equipment on the new machine can be carried in its complement of six magazines, made as two standard magazines, one split magazine in the main cradle frame, and three side magazine in the triangular frame.

Chicago trade plant owners who are members of the Chicago Trade Composition Association have adopted a standard metal receipt for use in their plants.

Quality Typo Company, 542 S. Dearborn street, is a new member of the Chicago Trade Composition Association.

Chicago Manager Admitted to Bar

CECIL EMERY

Cecil Emery, of the M. & L. Typesetting Company, Chicago, successfully passed the requirements to practice law in the state of Illinois, and on Monday, April 26, was admitted to the bar, his license from the State Supreme Court having been granted him on that date.

A. O. Jennings, first vice-president of the International Machine Composition Association, was a Chicago visitor April 15 and 16, and was a special guest at the weekly meeting of the Chicago association held at Great Northern Hotel, Thursday noon, April 15. Mr. Jennings, who is one of the leaders in the trade composition field of New York City, is visiting all the large printing centers of the country in the interests of the International association.



The Ludlow Gives You Quality Display and Unlimited Service

Mr. F. J. Martin, of the Martin Printing Company, Cleveland, Ohio, says:

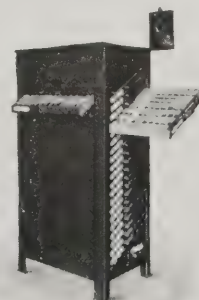
"We believe that the Ludlow would pay for itself in two years in type bills alone. If you have much work requiring standing forms, or recasting for the purpose of running several at a time, you will find it of particular advantage."

The Ludlow produces display type from 8 to 60 point on slugs without a mold or machine change. Send for our descriptive literature and specimen sheets.

The Ludlow Typograph Company

General Office and Factory
2032 Clybourn Ave.
CHICAGO

Eastern Office
606 World Building
NEW YORK



U. T. A. to Direct Army Training

To the United Typothetae of America will be delegated the important work of directing the training of printers in the United States Army. Representatives of the Vocational Division of the Army were in Chicago the middle of April to confer with members of the Executive Council, following which an inspection of the Indianapolis school was made.

The tentative plans are to first start a school at Camp Grant, Illinois, and later to start schools in four other camps. The standard course of the U. T. A. will be used in training the men and general supervision of the work will be by that organization.

The new Army of the United States is carrying out an extensive plan of preparing men in service for useful vocations after their enlistments run out, and it is proposed to make printing one of the most important vocations taught.

Other U. T. A. Notes

Charles D. Ward, cost accountant for the U. T. A., who for the past two months has been installing systems in Milwaukee plants, has been made auditor at the central office of the organization, Chicago, succeeding R. K. Mead, who becomes head of the clerical forces of the association.

Cost installations at Racine and Kenosha, Wisconsin, were started the middle of April by John Burkman, cost accountant for the U. T. A.

Secretary Joseph A. Borden spoke before the Pittsburgh Typothetae, Tuesday night, April 20. Mr. Borden returned to Chicago April 22.

J. B. Mattingly has left the cost force of the U. T. A. to become secretary of the Newark, N. J., Typothetae, taking the place of George H. Shryer, who has left to become assistant to Franklin W. Heath, secretary of the Philadelphia Typothetae.

Thomas W. McGlaughlin and John Manz are busy installing cost systems for U. T. A. organizations in Oklahoma. The itinerary mapped out includes Tulsa, Guthrie, Enid, Muskogee and Ft. Smith. The work will take eight or nine weeks.

Harry Neal, secretary of the Cincinnati Typothetae resigned May 1. His place is being taken by Harry D. Stopps, former cost man for the Cincinnati association. Mr. Neal has gone to a hospital for the purpose of having an operation performed.

Lima, Ohio; Fargo, N. D.; Greenville, S. C., and Columbus, Georgia, each report the formation of Typothetae organizations under the three-year plan, during the month of April.

Joseph A. Borden, secretary of the U. T. A., has returned from an extended trip through the Pacific coast states.

A survey of the printing industry of Toronto, Canada, was started May 1 by the United Typothetae of America.

Columbus Typothetae has adopted the Open Competition Plan.

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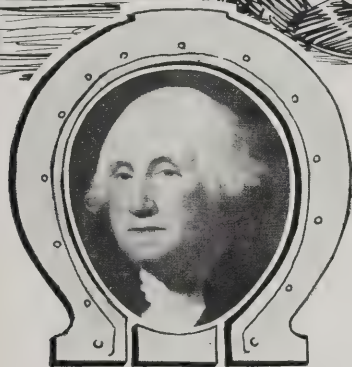
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BLACKSMITHS *and* BOND



WHEN George Washington needed a blacksmith for Mt. Vernon he wrote: "the blacksmith must have a character on which you can rely."

A bond paper "on which you can rely"—one with the rich appearance and refined crispness that denotes character will be found in



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KALAMAZOO, MICH.—Birmingham & Prosser Co.
LITTLE ROCK, ARK.—Western Newspaper Union
MILWAUKEE, WIS.—H. Niedecken Co.
NEW YORK, N. Y.—Merriam Paper Co.

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OKLAHOMA CITY, OKLA.—Western Newspaper Union
OMAHA, NEB.—Western Paper Co.
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Chicago

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We make a specialty of making up
 Newspapers, Periodicals, Catalogues
 and Books for press or electrotyper.

Typesetting

We are prepared to give the highest
 quality of work.

Day and Night Service

Company

Fourth Floor, 727 S. Dearborn St.

Some Leading Chicago Plants

Continued from Page 16

The success of the W. F. Hall Printing Company can be mainly attributed to its thorough analysis of the requirements in the highly specialized field of mail order catalogs and magazines, so that it may render the maximum amount of service.

The enormous circulations of mail order catalogs and magazines of today, and the general unstabilized conditions of prices of all commodities, necessitate delivery in the shortest space of time. In their distribution to the general public, the entire circulation must be delivered on the same day throughout the entire country, with the smallest amount of elapsed time between the receipt of the manuscript and the delivery of the completed books. With these fundamentals in mind, the company proceeded to organize its plant with such special departments as would be capable of meeting all the requirements of this specialized service. The Hall Service, which has been so substantially endorsed by its customers, is capable of producing catalogs and magazines, starting with the manuscript, setting in type vast quantities of pages per day, enormous electrotyping output, complete expert supervision of engravings and printing plates, maintaining mailing departments highly organized, for second, third class and parcel post service.

Largest Catalog and Magazine Printing Plant in the World

W. F. Hall Printing Company today is the world's largest printing plant devoted exclusively to the production of catalogs and magazines. To give some idea of its capacity, it is possible to consume annually 90,000,000 pounds of white paper, valued in dollars and cents at \$9,000,000.00. To manufacture its product, over two thousand employees are required. The major portion of the printing is done on web presses, of which fifty-seven units of 32 pages each are engaged. The catalog department has a capacity of over 200,000 catalogs per day. The value of the company's completed product runs close to \$15,000,000.00 annually.

Chicago Has World's Largest Plant

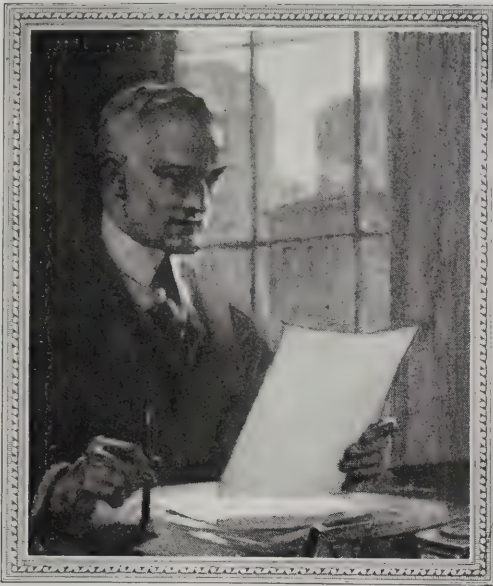
Chicago also claims to have located within its city limits the largest machine composition plant in the world. This plant is the Central Typesetting and Electrotyping Company, located at 466 to 472 West Superior street.

Started seventeen years ago with two Linotype machines, doing Linotype composition exclusively, the plant has grown to its present proportions, under the able management of S. T. Jacobs, and now has fourteen machines in operation day and night.

In June, 1919, this company purchased the business of the Atlas Electrotyping Company, and immediately installed additional machinery to take care of a prospective increase in business; but even this has since been found inadequate, and a recent purchase of new and improved labor-saving machinery will increase the capacity more than 50 per cent, making this department larger than any single electrotype foundry in the country.

Still further enlargement was made in December, 1919, when the company bought the composing room of W. F. Hall Printing Company, thereby adding a third department, which materially supports the typesetting and electrotyping departments.

Continued on Page 74



The Paper of Known Substantial Value

CONSTRUCTION BOND

Construction Bond is probably the most widely sold high-grade bond paper in the country. It is on sale in over 240 of the principal cities of North America by one or more of the most responsible printers and lithographers. The widely known intrinsic value of the paper and its easy salability make Construction Bond the logical paper for you to recommend to consumers of business stationery in your community.

*STOCKED IN MEDIUM, PLATE, LINEN AND ANTIQUE FINISHES
WHITE AND SIX COLORS* *ENVELOPES TO MATCH*

The *minimum quantity* for which we accept orders for delivery to freight depots is 500 lbs., the equivalent of one case, which may be *assorted if desired in any manner not requiring the breaking of a ream package*. An order may call for *any quantity* in excess of 500 lbs. and for *any number* of different sizes, weights and colors in the grade. Orders *not* complying with these conditions will be *held for further instructions*.

This method of distribution is not only economical and in the interest of the larger buyers who carry bond papers in stock, but it also automatically confines the sale of Construction Bond to the larger and more responsible members of the printing and lithographing trades.

SAMPLES AND DELIVERED PRICES ON REQUEST

W. E. Wroe & Co. [200-208 East Illinois St.]
[CHICAGO, ILLINOIS]

Some Leading Chicago Plants

Continued from Page 72

The floor space now occupied by this company, is more than 40,000 square feet, and the employees number more than 350 skilled workmen. Contractors are now at work installing new machinery and fitting up the entire seventh floor of three communicating buildings, where all three departments will be located, thus placing the plant on a plane of efficiency not usually found in such plants.

Rand-McNally and Company

The history of Rand-McNally and Company is equally interesting. This company, which has made a name for itself by reason of its map and book publishing, is one of Chicago's largest companies and takes its origin from a printing establishment opened in 1859 at 148 Lake street by William H. Rand, who was senior member of the firm. About that time his plant was consolidated with the job department of the Chicago Tribune, Mr. Rand becoming a partner in the business and taking the superintendency of it.

In 1862 Andrew McNally was engaged in a job printing and stationery business on North Clark street, Chicago, in partnership with John Collins. His interest in this concern was sold to Mr. Collins in 1862 and Mr. McNally purchased a partnership in the Tribune job office, then under the management of Mr. Rand. Mr. McNally became superintendent of the business.

In 1864 Mr. Rand and Mr. McNally bought the Tribune interest in the job printing department of that newspaper and founded the co-partnership of Rand-McNally and Company, the partners being William H. Rand, Andrew McNally and George A. Poole. After the sale of its job department, the Tribune Company removed to its new building at the corner of Dearborn and Madison streets, the Rand-McNally Company remaining in the old premises at 51 South Clark street, now 165 North Clark street.

Start Ticket Department

In 1866 a railroad ticket department was introduced by the company, and in 1868 John Reid, who had been with George Bailey, of Buffalo, became a partner in the business and manager of the ticket department. In 1869 the company published the Western Railway Guide, which was the first publication issued by the Rand-McNally company.

The company leased from the city of Chicago, in 1870, a plot of ground 130x190 feet on Madison street opposite McVicker's theater. The foundation had been completed, ready for the erection of a large building, when the great fire of 1871 put a stop to further operations at that time. The premises at 51 South Clark street, now 165 North Clark street, were destroyed by the fire of October 9, 1871. On the morning of October 10, when the city was still burning, Andrew McNally bought the only complete printing office on the west side of the river and moved all the presses, type and other equipment into a building on Randolph street west of Jefferson street, and on Tuesday, October 12, the plant was in full operation.

Introduces "Relief Line Engraving"

The company introduced, in 1872, the then new "relief line engraving" in the making of maps, a process which, naturally, revolutionized the method and cost of production, and reduced their price to purchasers by several hundred per cent. A map that can now be bought for 25 cents to \$1.00 used to cost, under the more expensive method of production, all the way from \$5.00 to \$10.00.

The company was incorporated in 1873, with William H. Rand as president, Andrew McNally, vice-president and superintendent, George A. Poole, treasurer, and T. C. Haynes, secretary. The capital of the corporation was \$200,000.

The business was removed in 1874 to a five-story building at 26 and 28 West Madison street, now part of the Boston store. Here the house added to its business the publishing of atlases, pocket maps, and large wall maps in 1876, and school maps and globes in 1880. In 1880 the company erected a six-story building covering a space of 90x190 feet at 121 to 127 West Monroe street. In December of that year the capital stock of the company was increased from \$200,000 to \$1,000,000. The department of general literature, including scientific works, history, biography, poetry and fiction, was installed in 1884.

Erects Million Dollar Plant

In 1890 the company acquired a site, 150x160 feet, on Adams and Quincy streets, between Clark and LaSalle streets, and erected on it, at a cost of nearly a million dollars, a strictly fireproof building of eleven stories and basement. It was the first all-steel structure erected in the United States, or in the world. In this building there were located the gen-

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Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.

505 Fisher Bldg.
CHICAGO

Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO

45 W. 34th St.
NEW YORK

eral offices of the company, composing room, press room, bindery, electrotyping department, railroad ticket printing, map engraving, halftone and photo-engraving departments, and a photograph gallery.

Rand-McNally and Company, in order to take better care of their large eastern business, erected a manufacturing plant at Ossining, a few miles north of New York City. The ground covers a space of about five acres, having the Hudson river on one side and the New York Central railroad on the other. Eastern offices are located at 40 and 42 East 22nd street, New York City.

Took Present Location in 1912

In 1912 the company moved to their magnificent new structure at Harrison, Clark and LaSalle streets, a triumph of architectural skill in fireproof construction, personal convenience and business utility, and the many presses of this great publishing house are now turning out a wealth of varied products.



RAND-McNALLY COMPANY

Occupying over 600,000 square feet of floor space, this completely appointed ten-story and basement building covers the entire block from Clark to LaSalle street, and extends three hundred feet from Harrison street northward. The basement contains a boiler room and power plant extending over approximately 12,000 square feet of ground, and large storage vaults. Above it the shipping room, offices, stock room, bindery, press room, composing room, foundry, ticket room, photo engraving rooms, map draughting, map engraving, map mounting rooms and globe factory, utilize the greater part of this light, airy, superbly planned structure.

Except in corridors and vestibules, where marble and tile are used, all the floors are of reinforced concrete, constructed to carry the enormous weight of the huge printing presses and other machines. The main hall, entered from Clark street, is built of bronze and marble two stories in height, with two broad flights of stairs leading to the second floor, where are located the general offices of the company. Everywhere porcelain fountains supply drinking water from artesian wells.

17,700 Lights in Plant

Exclusive of the store fronts, 1,595 huge windows bring sunshine and fresh air to every worker, and 17,700 electric lights bid defiance to the powers of darkness. Complete in every detail, a model of art as a publisher's home, this vast building, with its multitudinous appointments for health, speed, and safety, smoothes the way for perfect work, and challenges the attention of a world to every corner of which the firm's products are conveyed, every section of which is indebted for knowledge and pleasure to these foremost book publishers, and every

inch of which is familiar ground to these great map makers of the globe.

The resources of their engraving, printing and publishing plant include the latest time-saving machinery and automatic devices. For nearly half a century they have been known as one of the largest printers and publishers in the United States. Railroad printing has always been one of their great specialties; much of their ticket printing machinery is of their own construction and is operated with marvelous speed.

Do All Classes of Work

Their facilities are unexcelled for the prompt execution of all classes of job printing, three-color and halftone process of engraving, binding and electrotyping. Among their most noted publications, there should be mentioned the Rand-McNally Indexed Atlas of the World, Business Atlas and Shippers' Guide of the United States, their celebrated indexed pocket maps, school geographies, school text books and maps, large scale commercial maps, maps of every country in the world, books of general literature, Bankers' Directory of the United States, Bankers' Monthly, etc.

The officers of the company are: H. B. Clow, president; Jas. McNally, vice-president; Gus. Hesser, Jr., treasurer; Andrew McNally, secretary.

And Others

There are still other printing establishments in the city of Chicago, whose histories go back to before the great fire. These companies are still doing business, and their years of service have established them as plants where work is done faithfully, efficiently and well. They are as solid as any national institution, and can be relied on as such. Among these are the firms of Barnard & Miller, established in 1857, and M. A. Donahue & Company, established in 1859. Rogers and Company, established in 1870, is another in this same class, whose 50 years of continuous service have established them as leaders in the trade. The Blakely Printing Company was established in 1865, and the Regan Printing House in 1887.

While age may have some influence on the importance of a plant, it is not always an indication of progressiveness. In those mentioned, and others not mentioned, it is. There are, however, numerous other plants in the city of Chicago, established during the last quarter century, which have, nevertheless, made names for themselves. Among these can be named Cuneo-Henneberry Company, Kenfield-Leach Company, D. F. Keller, and others.

Proof of the growth of the printing industry of the city of Chicago, is contained in the fact that the city directory of 1860-61 contained the names of twenty-nine printers, while today there are nearly 1,800 plants, doing all kinds of work, from the printing of hand bills to the publication of the finest books. Whatever work of the Graphic Arts is needed, Chicago can supply the need.

(Editor's note: The writer of this article is greatly indebted to the book, "The Story of Chicago in Connection with the Printing Business," by James L. Regan, founder of the Regan Printing House, Chicago. While Mr. Regan has passed on, the memory of what he did for the printing industry of Chicago still lives, and not the least of which is his history of the industry he loved. It is from this same history that some of the preceding information was taken.)

Chicago Monotype Club Entertains Ladies



Monotype operators who are members of the Chicago Monotype Club, together with their families and friends, held their annual banquet and dance at the City Club, Chicago, Saturday night, April 10. One hundred and fifty persons were in attendance at what proved to be one of the most enjoyable of a long calendar of events staged by the club.

In the first place it was the first time the ladies had been admitted to the annual banquet, all former affairs having been "stags." That nothing was lost through the presence of the ladies was evidenced as the evening progressed through the excellent dinner, the speech-making and finally the dancing.

Immediately following the dinner, Toastmaster E. T. Freel, in a few well-chosen words, opened the program of entertainment by introducing the Chicago Artists Quartet, who were present through the courtesy of J. H. Sweeney, western manager Lanston Monotype Company. After several vocal selections, which were well received, the first speaker of the evening, Donald L. Pratt, of "Printing," was introduced. Mr. Pratt made an eloquent plea for the American Legion, urging all ex-service men to join in the movement to make "better Americans." He was followed by A. F. Lewis, of the Printing Trades Blue Book, who succeeded in keeping his hearers in an uproar during the all-too-short period of his speech. His humorous stories and references to prominent members of the club caused much merriment.

Sweeney, Principal Speaker

In the absence of Phil A. Howard, of Ben Franklin Monthly, who was in New York at the time, C. J. Nuttall was called on for a brief speech and was followed by Mr. Sweeney, of the Lanston Monotype Company. An unusual demonstration of the es-

teem in which Mr. Sweeney is held, was given when all present stood for several seconds to show their appreciation of the genial western manager. Mr. Sweeney, whose address was the principal one of the evening, told of the many opportunities Monotype operators have to attain high positions throughout the country, and said that the Lanston Company was always willing to aid in furthering the interests of the "boys." The next speaker was Mrs. Walter Barrett, wife of Vice-President Barrett, of the International Typographical Union. Mrs. Barrett expressed the sentiment of the ladies when she said she hoped there would be many more such events in the future, at which the wives of the men would be welcome.

W. C. Kirby, assistant western salesmanager of the Lanston company, also spoke briefly, and was followed by W. A. Goulding, president of the club. Mr. Goulding told some of the club's history and expressed his desire to see many more such events. Music for the dancing was furnished by Hobb's orchestra.

Committees in Charge

The committee in charge of the banquet and to whom much of the credit for the success of the affair is due, was comprised of Frank Howard, chairman; David Benson and W. A. Goulding. The officers of the club for 1920-21 are: President, W. A. Goulding; vice-president, R. C. Sippey; recording secretary, G. J. Kubright; secretary-treasurer, Francis A. Smejkal; sergeant-at-arms, Frank Clayton; directors, M. G. Cullen, D. M. Reid, C. T. Thompson, Joseph Lowe and W. C. Swanson. The reception committee for the banquet included O. B. Larson, D. M. Reid, P. M. Tomlinson, W. E. Curry, G. F. Lorio, R. H. Survaunt, Horace Winnie, D. T. Smith, W. V. Mash and R. C. Sippey.

SELECTED SECONDS

MILL RUNS
JOBS



515 South Wells Street
Telephone Wabash 1413
CHICAGO

How Chicago Tribune Uses Ludlow Typograph

Two Machines and Four Cabinets Occupy
Only 8x10 Feet of Space

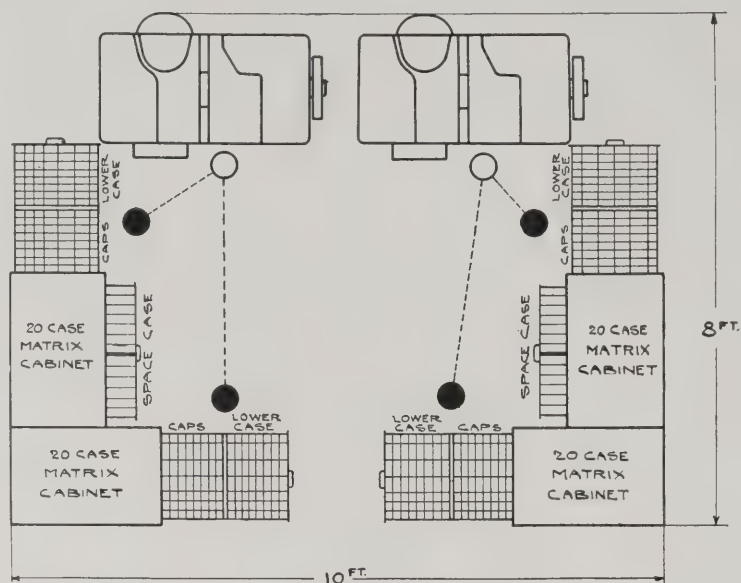
Herewith is presented a diagram of the arrangement used by the Chicago Tribune in placing its Ludlow Typograph equipment, consisting of two Ludlow Typographs and four matrix cabinets containing eighty fonts of matrices. The entire floor space occupied is only 8x10 feet, with ample room for everybody.

This equipment was installed in the Tribune plant last September and has met with general approval, a quotation in a recent edition of "The Trib," the little publication gotten out by the company for its employees, being as follows:

"The Tribune has recently installed the Ludlow Typograph to handle display composition. With this device the type is

made from a matrix as with the Linotype, but the matrices are set from a case, an extremely compact one,

just as with type. These matrices are in every font and in almost every size that would be found in a display room's cases. This machine produces unlimited new type on matrices, or slugs, from 12 to 60 points (a point is 1-72 of an inch), in bold and extended faces. It covers this wide range of faces without mold or machine changes. An ordinary matrix cabinet, less than two feet square, will contain twenty fonts of matrices. Having set the line with matrices, it is cast ex-



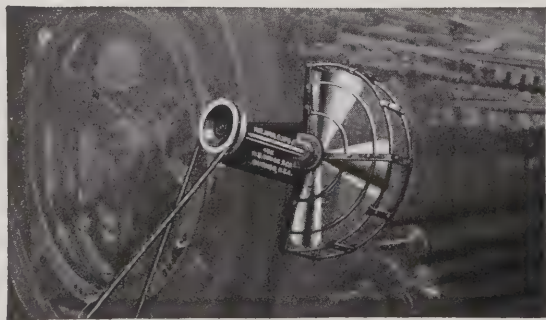
TRIBUNE PLAN SHOWS LUDLOW ARRANGEMENT

actly as it is done by the Linotype. This machine is a great success."

Get Ready for
Summer Days

Install Rouse Roller Fans

Now! [They are a slight expense when you
consider the protection to your rollers]



No. 1, for No. 4 to No. 1 Miehle Presses	\$25.00
No. 2, for No. 00 to No. 00000 Special Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, 2 fans	60.00

WHY wait until the middle of summer to install Rouse Roller Fans on your cylinder presses? Put them in now and be prepared for the hot, damp weather which is on its way. Remember your troubles last season? Take time by the forelock and equip your presses now, and you will not be delayed by soft, mushy rollers next summer.

**No Electrical Connections
Necessary**

The press supplies the power. The first cost is the only cost. Easily attached by your pressfeeder. Many satisfied customers testify to the merits of the Rouse Roller Fans. Order today.

*Sold on a broad guarantee of
satisfaction or your money back*

H. B. Rouse & Company

2214 Ward St., Chicago

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LINOTYPE and MONOTYPE Composition, Layout and Makeup for Books, Catalogs, Magazines and Publications, also Foundry Lockup.

PERSONAL SERVICE in picking up copy; insuring accuracy as to style and instructions.

THE LARGEST and BEST arranged composing room of any Combination Trade Plant in the United States.

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Types and Their Pedigree

Continued from Page 18

Aldus is chiefly interesting to us in this discussion for having introduced both the italic and the small capital. In an edition of Virgil he first used a slanting character which he called chancery, and which was also known as cursive, and later as italic. Italic capitals were a later development. The same man who cut Aldus' italic, Francis of Bologna, also cut duplicates for Aldus' competitors.

During the sixteenth and seventeenth centuries the development of typography can be traced through Froben at Basle, the Estiennes at Paris, Berthelet and Day in London, Plantin at Antwerp, and the large family of Elzevirs at Leyden and Amsterdam. These all retained the "old style" Roman character acquired during the Italian Renaissance.

Early French printers preferred black-letter, for which they developed beautiful decorative borders and initials. They did use Roman types, however, from the first. Geoffroy Tory, one of the ablest of early French designers, in his book of "Champfleury" (1529), tried to bring into more general use the Roman letter, which, as we see, ultimately became the accepted letter of the nation.

"Father of Letter-founders"

Claude Garamond, one of his pupils, did such excellent work as a typefounder that he has become known as the "father of letter-founders." His Roman characters were based on those of Jenson. He seems to have been the first to cut inclined capitals for italic lower case. Aldus had used a small Roman capital with his italic lower case.

Up to the end of the seventeenth century English printers were their own typefounders, as were most

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The only printing plant in the city specializing exclusively in publication and periodical work---each department operating on a continuous basis for service.

Engraving · Electrotyping · Stereotyping

of the early printers on the continent. France was the first country in which the art of typefounding came to be practiced separately from that of printing.

Guillaume le Be (1525-1598) succeeded Garamond as the leading founder at Paris. He was among the typefounders who cut types for the famous Christopher Plantin, of Antwerp.

In 1704, under a commission from Louis XIV to make a truly "royal" type, the fashion was introduced of extended and almost conjoined hair-line serifs—a feminine fashion which made against legibility and durability while adding nothing of beauty.

Louis Luce, punch-cutter of the Royal Printing House, between the years of 1740 and 1771, further disfigured the Roman character by putting flat, extended serifs upon the tops of some lower case letters.

Superiority of Roman

Some connoisseurs in typography hold that an early form of light-face Roman capitals first shown at Lyons in the sixteenth century, presumably by Granjon, is really superior to the Roman of Jenson.

Fournier, the younger, a founder who began work in Paris in 1736, invented the point system of type bodies.

Caxton, the first English printer, began with what is classed as a bastard form of blackletter, a type of Flemish origin.

Roman types were introduced into English printing by Richard Pynson in 1518.

John Day, of London (1522-1584), was the first English typefounder of marked ability. About 1572 he cut a font of double-pica italic and Roman which was fully equal to any then in use on the continent. He was considered the Plantin of the English typographers.

After his death a distinct decadence in typography set in. "Scriptorials," "Cursives," "Court-hand," and several forms of ornamental letters, were introduced by a typefounder named James Grover, who began business in London about 1675.

Caslon Brings New Period

This brings us to the third period of my discussion, that ushered in by the illustrious William Caslon, who began typefounding in London about 1722. We are all familiar with his brilliant achievement, as copies of his types are our most popular faces today, though most of them are decidedly inferior.

The popularity of Caslon's type was not continuous. Near the beginning of the nineteenth century our so-called modern types began to appear and to catch the popular fancy.

John Baskerville, of Birmingham, England, considered Caslon's ablest rival, seems to have started the "modernizing" tendency. His first book, "Virgil," in great primer type, established his reputation. His types, however, met with criticism as being unnecessarily slender and delicate. About 1800, his types were sold to France and used to print a fine edition of "Voltaire."

Giambattista Bodoni, of Parma, Italy (1740-1813), may be called the father of "modern" types. In 1771 he brought out his first specimen book, based on the types of Fournier. He continued to refine and improve his models until he had evolved the sharpest possible contrast to the "old style" letter, based on extreme thick and thin strokes and horizontal hair-line serifs.

The Scotch face, which is one of our present-day staples, is said to have been originated by S. N. Dick-

Concluded on Next Page

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Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions are the two great things your press foreman has to strive for.

With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they **never** rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

Send us size of your press and we will forward you a sheet of our specially prepared tympan paper **free of charge**. Try it and you will be convinced that by using this tympan paper you will turn out the highest type of work and also save money.

Cromwell Tympan Papers are carried in stock in rolls from 36 to 66 inches wide. All ready for quick shipment.

Samples sent on request.

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Jasper Place, CHICAGO, U. S. A.



Our tympan papers can be had through the
Paper Mills Co., Chicago

Types and Their Pedigrees

Continued from Preceding Page

enson, of Boston, in 1839, who had his punches cut by Alexander Wilson & Son, of Glasgow.

It would be interesting to trace the origin of those bastard and mongrel faces which grew and multiplied during that worst of all typographic periods, the Victorian—the “gothics,” the “antiques,” the ornamental and freak faces. However, only the memory of the picturesque ugliness of most of them remains; and, happily enough, they died without leaving any progeny whose pedigree must be fixed.

Almost the only type of this fertile period of incubation which remains in general use today, is the Old Style Antique. The American Typefounders Company did what they could to make it pretty, when they added those impossible flourishes to certain letters as extra characters, and changed the name to Bookman.

Morris Brings Revival

We all know how, when things seemed to have become so bad typographically that they could go no further, William Morris came upon the scene with a brand new revival, which jumped clear over the heads of all the Victorian rubbish, back to the pure and glorious days of Jenson, of Venice. What he accomplished is now familiar history. His Golden type, modeled on the Roman of Jenson, was copied (rather badly) in America and named after the great Venetian. We thought it pretty good at that time and it had a considerable vogue. One still sees it occasionally, rather shamefacedly appearing in the back pages of hardware journals—along with its once respectable contemporary, named, unfortunately, after the late and famous Theodore DeVinne.

One of the interesting careers of this century's type faces is that of the Cheltenham. This type needs no introduction to that small but select circle who read the Saturday Evening Post advertisements. Cheltenham old style was designed about the beginning of this century by Bertram Goodhue, in collaboration with Ingalls Kimball. A font of 12-point was the first type I ever owned, which I kept in a pair of cases in my hall bedroom on Bigelow street in Cambridge, and with which I used to set up little conceits of my own.

Cheltenham Offers Originality

By itself considered, the Cheltenham old style is a truly excellent face, with a degree of originality, a richness of color and a close-fitting quality, which seems to me to be traceable to the crude but handsome Roman of the early French printer, Ulrich Gering, engraved in 1478. In any case the Cheltenham exhibits the same feeling which one finds in the beautiful Roman designed a little earlier by Mr. Goodhue, for the Altar Book, printed by D. B. Updike, of Boston.

But Cheltenham has lost caste. One reason it seldom looks well is because its close-fitting quality, in itself a virtue, over-accentuates the gaps between the words as ordinarily spaced, causing too many white holes and “rivers.” But the chief cause of its relegation to second class began when it started having a family of bolds, mediums, expandeds, condenseds, and whatnots—with which outfit good typography is utterly impossible.

French and Dutch old style types were fairly well reproduced by American founders in the latter part of the nineteenth century, particularly the face cut, I believe, by A. D. Farmer, and called Cadmus. Another, that I recall, was known as Elzevir, sup-

posed to be copied from the types of that famous family of Dutch printers. These are types I worked with familiarly when I first came from Nova Scotia twenty years ago and began as a compositor (not a two-thirder, but about a one-fifth) at the University Press in Cambridge, doubling on the clarinet.

New York Firm Brings Out French

Walter Gilliss, founder of the Gilliss Press, in New York, has used the French old style derivatives continuously with distinction, together with some imported French fonts. World's Work still uses them for its type dress, and another notable example is the printing of the Metropolitan of Art in New York. But these types seem never to have come into general favor with us in commercial and advertising typography. The Linotype has a very good cut of this face.

The Caslon old Roman is a really good face, very similar to the Old Style Antique. Its name would indicate that it originated with the Caslon foundry in England, though it has long been cast on this side of the water. Some of the handsomest private-press books done in this country were printed by Clark Conwell from this type.

Another highly individual type which found a brief popularity in American typography at the beginning of this century, was the Grasset, a French novelty founded on the brush-formed letter of Eugene Grasset. This face was not without its merits as an advertisement letter, but was hardly formal enough to secure for itself a place among the classics.

Bradley, an American Pioneer

No mention of American typography since the Morris revival, would be complete without the name of Will Bradley. With great versatility and ingenuity he introduced many novelties, mostly of a quaint character, but some with a degree of dignity. He was a prolific producer of type borders and ornaments, many of which are very useful. I recall the type which was called Bradley, as a condensed black-letter. I do not know that he designed any types of a standard character.

Among black-letters, Cloister Black is the only good one now current with us. To be sure, we have that stiff imitation of engraved letters called Engraver's Old English, the existence of which no good typographer will ever admit. Some older printers still have fonts of Caxton Black, a really interesting copy of Caxton's first type, which is classed by paleographers—those who make it their business to study the origin of letters—as bastard gothic. Then, there was Satanick, a copy of round gothic, or black-letter, used mostly, of course, for church printing. And the Bradley, which I have just mentioned.

Still Possibilities for New Types

Century Expanded is one of the staple faces of today. It is a very plain, practical type, but entirely lacking in warmth or charm. It is not really an expanded, as we know, but acquired that qualifying adjective because the original, cut at the instigation of the late DeVinne for the body letter of the Century Magazine, was pinched to a condensation beyond normal.

The Kennerley and the Goudy Old Style, designed by Mr. Goudy, need no comment. They occupy an honored place in American and British typography.

The sources and possibilities for good type faces are by no means exhausted. I believe we are getting back nearer to the Golden Age of typography of the days of Jenson and Aldus than the world has been at any time since.



"BILLY"

At Your
Service



HOMER

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Service



FRANK

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THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

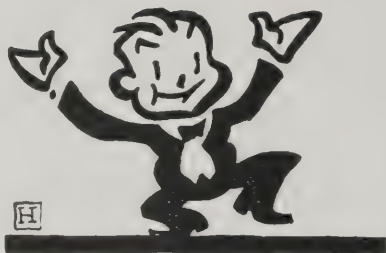
ARE TIMESAVERS

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Chandler & Price Presses
Paper Cutters
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Boston Wire Stitchers
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TELL the fellow who yelps about the hi-cost-of-printing that he can save a little by using

ARTESIAN BOND

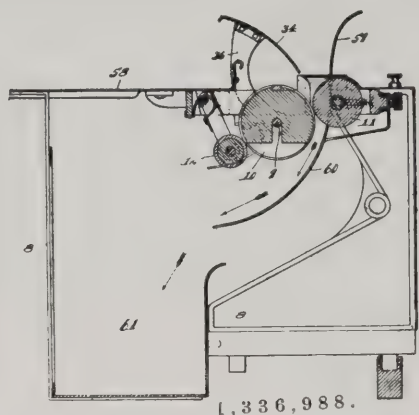
It's a crackling good sheet that bulks up, prints up, writes, erases, folds, stands up and tears like a darn-sight more than it costs.

What's more we've got it! We've been preparing for big business on this grade and are keeping the stock piles full.

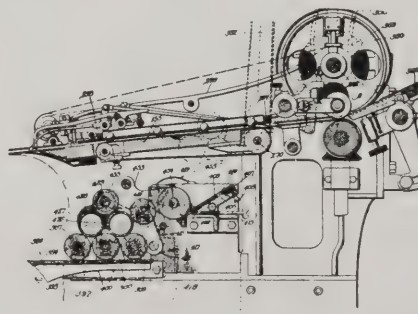
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Recent Patents

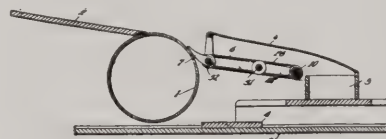


1,336,988, Printing Mechanism. George M. Breckenridge, Chicago, Ill., assignor of one-half to James P. McManus, Chicago, Ill. Filed September 27, 1917. Serial No. 193,445. 1 claim. (Cl. 101—240.) A machine of the class described, comprising a casing; a printing roller arranged in said casing adjacent the top thereof, there being an opening in said casing giving access to said printing roller; an impression roller arranged in said casing adjacent the top thereof and in operative relation with said printing roller, the forward portion of the top of said casing constituting a table for feeding articles to said rollers; and a guide situated to the rear of said rollers to guide articles to be printed thereto, said guide extending downwardly beyond said rollers and thence forwardly to direct the printed articles to a position under said table, substantially as described.



1,336,841.

1,336,841, Printing Press. William M. Kelley, Jersey City, N. J., assignor to American Type Founders Company, Jersey City, N. J., a Corporation of New Jersey. Original application filed February 20, 1914. Serial No. 820,042. Divided and this application filed January 18, 1918. Serial No. 212,476. 11 claims. (Cl. 101—345.) In a printing press, the combination of a pivotally mounted feed board, a pivotally mounted frame carrying sheet feeding means arranged over the feed board and adapted to be swung upwardly therefrom, a pivotally mounted frame below the feed board, and inking rolls carried by the latter frame.



1,336,995.

1,336,995, Device for preventing offset in printing presses. Allen B. Beck, Cleveland, Ohio. Filed July 31, 1919. Serial No. 314,473. 6 claims. (Cl. 101—422.) The combination with a printing mechanism, of a roller over which the printed sheets pass from said mechanism, said roller being provided with means to apply glycerin to said sheets as they pass thereover.

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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration

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Results — Stability, superior speed, work and profits

Q Behind these presses are the great Babcock factory, their fine record of forty years, the testimony of users and

Barnhart Brothers & Spindler

715 to 721 South Dearborn Street

Chicago, Ill.

Telephone Harrison 1721

SET IN PARSONS SERIES — PARSONS BORDER NO. 1301

New York Survey

Continued from Page 19

it is lower elsewhere in very few and higher in nearly all, the U. T. A. average being 126%.

The Standard Cost System Plants

In the 56 plants operating the Standard Cost System the following is the showing:

Mechanical payroll.....	\$2,926,281
Department and general overhead..	2,896,326
Material and outside purchases.....	3,955,429

Total cost.....	\$9,778,036
Total annual sales.....	10,769,333

Net profit.....\$ 991,297

Profit 11.4% on cost.

Overhead, 96% of payroll; material, 36% of sales.

The opportunity of this group were all the printers on a cost system basis, would have been as follows:

Total cost.....	\$ 9,778,036
Proper profit, 25% add.....	2,444,509

Proper selling price.....\$12,222,545

Actual selling price.....10,769,333

Lost profit.....\$ 1,453,212

The lost profit of \$1,453,212 presents 49 2-3% of the entire mechanical payroll of \$2,926,281 paid out by this group of plants.

The investment in mechanical equipment of these houses is \$4,069,449.

Plants With No Cost System

The showing of the 741 plants operating with no cost system, follows:

Payroll	\$22,158,109
Overhead expense.....	20,854,739
Material used.....	25,115,592

Total cost.....\$68,128,440

Total sales.....68,825,656

Profit\$ 697,216

1% profit on cost.

Nobody

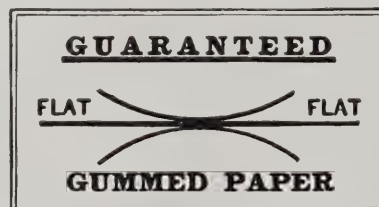
Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

Mills and Main Office:

Brookfield,
Mass.



Ideal Coated Paper Company

NEW YORK

CHICAGO

CINCINNATI

The opportunity of these plants, with all operating with cost systems, would have been:

Total cost.....	\$68,128,440
Proper profit, 25%.....	17,032,110

Proper selling price.....	\$85,160,550
Actual selling price.....	68,825,656

Lost profit.....	\$16,334,894
------------------	--------------

The investment in mechanical equipment in these 741 plants is \$21,574,688.

The above speaks volumes for operating on a cost system basis; only 1% actual profit, and lost possible profits amount to the immense sum of \$16,334,894 in this group where no cost system is used.

The Platen Plants

The survey included 371 platen plants, the showing of these being:

Payroll	\$ 3,057,560
Overhead expense	2,975,589
Material used.....	3,493,004

Total cost.....	\$ 9,526,153
Total sales.....	8,783,050

Loss	\$ 743,103
------------	------------

Loss of 7.8% on cost.

Their opportunity, with the above industry on a cost system basis, would have been:

Total cost.....	\$ 9,526,153
Proper profit.....	2,381,538

Proper selling price.....	\$11,907,691
Actual selling price.....	8,783,050

Loss and lost profit.....	\$ 3,124,641
---------------------------	--------------

Only six platen plants operated standard cost systems. Notice how different the result was with them:

Payroll	\$107,389
Overhead expense.....	115,325
Material used.....	89,004

Total cost.....	\$311,718
Total sales.....	339,653

Profit	\$ 27,935
--------------	-----------

Profit of 9% on cost.

If the trade, however, had been organized on the plan proposed, the result might have been as follows:

Total cost.....	\$311,718
Proper profit.....	77,929

Proper selling price.....	\$389,647
Actual sales.....	339,653

Lost profit.....	\$ 49,994
------------------	-----------

The investment in mechanical equipment in these six platen standard cost system shops is \$67,597.

Printing and Paper Industry Subjects at Chicago Convention, May 19, 20, 21

A meeting of considerable importance to plant executives is scheduled for Chicago, May 19, 20, 21, when the Industrial Relations Association of America meets at the Auditorium Hotel for its annual convention.

It is expected that between two and three thousand persons, interested in this phase of industry, will be present, and C. L. Woodfield, Poole Bros., chairman of the registration committee is busy registering delegates. A special program, designed to interest plant managers, has been arranged, including daily luncheons and dinners, at which matters affecting all various lines of industry will be discussed. Among these is the printing industry and the pulp and paper industry, both of which will be subjects of special consideration at "sectional" dinner meetings.

A special feature will be stunt night, Thursday, May 20, when a performance similar to the "Sick Print Shop" will be given for employment managers.

SECOND EDITION

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Ben Franklin Chicago Paper Directory and Price List

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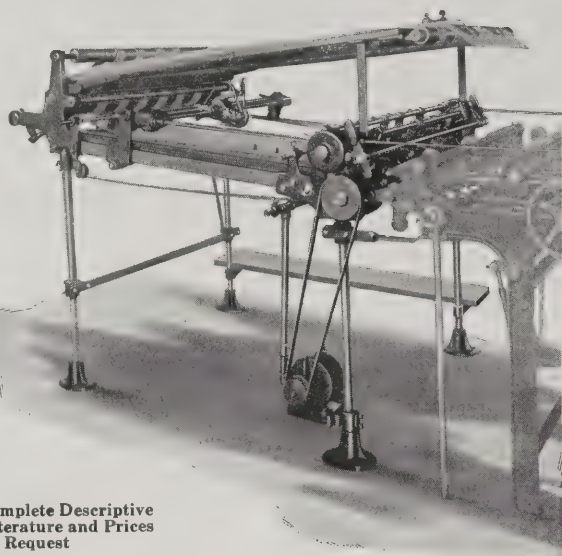
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Headquarters for paper information in
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paper, loft dried and rag
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and weights. Colors
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No. 20 substance, 22x34,
24x38 and 28x34.

Swigart Paper Co.

653 to 707 South Wells Street Chicago

Miehle Presses a Chicago Product

Continued from Page 55

signed the machine with a keen eye to making its operation convenient in every particular.

The Miehle was the first two-revolution press in which the bed was driven in actual synchronism with the cylinder. The driving mechanisms in common use on other machines, produced a more or less irregular motion of the bed, which was first done away with in the new press. The Miehle also introduced another important element in the two-revolution press—that of adequate impression strength. The importance of this element is apparent when it is realized that without it perfectly synchronous driving of the bed and cylinder is impossible in the case of forms in which margins occur.

On this element alone the success of halftone printing depends, and it is, therefore, a striking fact that the perfection of a machine to take care of this factor came simultaneously with the production of the halftone plate on a commercial basis.

Halftone printing called for more accurate registering of the bed and cylinder and far greater impression strength than was present in any of the older machines. The whole technique of letterpress printing changed.

The Miehle and the Three-Color Process

A few years later came the development of the three-color process, an industry which was practically built up on the Miehle press. The Miehle offered both the rigidity and accurate register which were essential to successful printing of these plates on a commercial basis.

The process of manufacturing a Miehle press is carried out in fifty different departments, in which are included a chemical laboratory, for making the most accurate metallurgical tests; and a mechanical laboratory, for making the finest measurements known to science. That the company's policy of "taking nothing for granted in the manufacture of a Miehle press" is true, is proven by the fact that the first Miehle press is still in active operation, although thirty-one years old.

The first presses built by the company were of the four-roller type, printing one side of the sheet only, in one color. From time to time the range of sizes has been extended until now Miehle presses are built in many sizes, varying from a two-roller, single color press, which will print a sheet 24x34, up to a press that will print 50x72, and a two-color press weighing thirty tons, which will print a sheet 46x69.

While the Windy City is the only place of manufacture, the company has distributing connections all over the world and it can truthfully be said that "The Sun Never Sets on a Miehle."

Accounting Department Pays Way

It might be interesting to the members of The Franklin-Typothetae of Chicago to know that the accounting department of the association has been made self-sustaining, and that the fees now collected for the installation of cost systems and the visiting bookkeeping service more than pay the expenses of the department.

Fay Leaves Seaman Company

Robert Fay, advertising manager for the Seaman Paper Company, Chicago, and formerly connected in a similar capacity with the Chicago Paper Company, has resigned to take an executive position with one of the meat packing firms of the city.

Why I Like to Live in Chicago

Continued from Page 44

to make a living and to live, with places in which to live and places in which to relax.

Of course, you have surmised that I am interested in the printing industry. I used to think that no good printing could be produced west of the Hudson river, but I've found out differently since then. The work done here can compete with that of any city.

Chicago and Printing

The plants here are modern, with plenty of daylight and fresh air; and it is possible to walk in the alleys without stumbling over the type cases. There is plenty of room for expansion, and that expansion is going on now. During the past year the size of the printing industry almost doubled! Printing is Chicago's fifth largest industry, and the city of Chicago is the third largest in the world. Within a few years Chicago will be the second city and printing the second industry. We are working for that, now.

The printers' organizations of this city make it possible for a man to conduct his business with a fair profit. The Chicago printer is a man. He is considered an artist, and rightly so.

These are some of the reasons why I like to live in the "Windy City." There are many more, of course; but if I haven't convinced you that Chicago is the greatest city on the face of the globe, just take a trip here and see for yourself.

Business Failures Fewer

The first three months of 1920 had fewer commercial failures than for forty years, with liabilities the smallest for twenty years. March was the best month of all.



Knox & Wolcott Paper Co.

626 Federal Street, Chicago

Harrison 4203-4

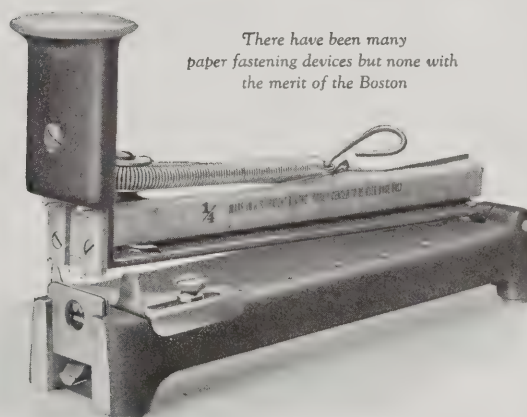
Four Winners—

**LEDGER INDEX
SERVICE INDEX
NOX INDEX
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**Large Stock
Variety of Colors and Weights
at Your Service**

The BOSTON Automatic Paper Fastener

FOR office and counting room, law offices, schools, factories, and general paper fastening purposes. Capacity from two sheets to one-sixteenth inch in thickness, clinching flat at the bottom and binding securely. Will not damage desks, tables nor polished flat surfaces. Space 2½x9 in., using fine staples. Staples carried in stock by Selling Houses.



*There have been many
paper fastening devices but none with
the merit of the Boston*

For full particulars write nearest selling house

American Type Founders Company

BEST OF EVERYTHING FOR THE PRINTER

Chicago Roller Company

Manufacturers of

Printers' Rollers

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An inspection of the
printed samples
(showing results!)

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admiration
for the
widely known
printing virtues of

"KING"

Dependable Offset Paper

A request on your letterhead brings samples

Stocked at mill in following sizes and weights—stock trimmed four sides—packed in cases.

White

25 x 38—50, 60, 70, 80, 100, 120

28 x 42—74, 86, 99, 124

32 x 44—89, 104, 119, 148

38 x 50—100, 120, 140, 160, 200, 240

Special sizes and weights to order.

India Tint

60, 80

74, 99

89, 119

KING PAPER COMPANY, KALAMAZOO, MICHIGAN

Chicago the Printing Center

Continued from Page 26

advantages to those who have advertising to place and printing to be done, especially for publishers of periodicals, catalogs and books.

The reciprocal action of Chicago's business growth makes for more printing, which in turn brings more growth to Chicago, which, of course, makes still more printing, and reminds me of the farmer who sold his hogs to buy more land to raise more corn to feed more hogs to buy more land and so on, ad infinitum. Many publishers have already moved to Chicago or are having their printing done in this city. At first there was hesitation in breaking loose from printing connections already established, but spurred on by the certain saving in economical production and saving in distribution, both in postage and in time, some of the more venturesome made a start, and finding Chicago printing establishments ready and able to absorb their work and their capacity and ability to do more, have been and are, passing the news along, so that now it is only a matter of time in the judgment of reasoning, logical thinkers when practically all publications of national distribution which are not held to other localities for political or sentimental reasons, will print "Chicago" on their date lines. Very much of the same reasoning and results that appeals to the publisher also appeals to the business firm that promotes its sales by catalogs and other printing, no matter in what city or village the firm may be located.

Other Advantages

It is not alone in printing that Chicago's advantages attract publishers and catalog houses. Sales, collections, news gathering and every activity of their business can be more economically, quickly and effectively handled from Chicago. After all has been said, the reason for Chicago being a printing center comes right back to our first observation; Chicago is the right place on the map; the Postal laws have helped to make this fact more vital and it is centrally located for labor, paper, printing equipment and transportation. In short, Chicago and the printing industry of the city has all the essentials to attract business men and their printing, but even without these advantages, Chicago men with their push, enthusiasm, keen business sense, honesty of purpose in their transactions and general favorable good qualities, would attract those who want "service." So, finally, and in conclusion, Chicago as a printing center is already established and Chicago is sure to be the printing center of America.

Cincinnati News Notes

Continued from Page 54

Cincinnati printers point with pride to their dean—S. M. Thomssen, of the Methodist Book Concern. He has long been identified with the trade in this city and has been one of the most enthusiastic workers in organization work. He has recently completed a study of comparative costs in machine composition, his analysis being counted as the most complete ever undertaken.

John Pfeiffer, retired show print man, has been named as Fair Price Commissioner for Ohio, with headquarters in Columbus, his home town.

G. William Schmitt, brother of Adam Schmitt, of the Cincinnati office of the American Book Company, died recently at his home in Brooklyn, N. Y. He had been with the company and its predecessors for 50 years. Before going to New York he resided in Cincinnati.

Increased sales of playing cards stand as mute evidence to the fact that card games have become a more popular "indoor sport" since the advent of prohibition, according to officials of the United States Playing Card Company.

James T. White, founder of the publishing firm of James T. White and Company, died last month at his residence in New York, aged 74.

John Omwake, of the United States Playing Card Company, has been elected president of the Norwood Manufacturers' Association.

Contracts for the stone work on the handsome new plant of the Gibson Art Company have been awarded.

"Borrow, Don't Buy"

A furor was caused in newspaper circles last month when the Chicago Tribune editorially asked that the paper be "borrowed and not bought." News print has to be extremely scarce before such a plea as that is sent out, and it shows the straits to which metropolitan newspapers have been brought.

make-up

linotype composition, lock-up for Printers and Publishers who know the advantages of a New Plant, the Latest Equipment, Skilled Operator-Mechanics, a large variety of Type Faces, Right Location, Fair Prices and *Service that keeps us awake nights—for You!*

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DAY SERVICE
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MAKE A BIGGER PROFIT! THAN YOUR COMPETITOR!

How? By lowering your production cost.
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If YOU have this your competitor may bid at *his* cost—and leave you your normal profit. If HIS bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it, and make a profit *above normal*.

The MATRIX RULED FORM AND TABULAR SYSTEM gives you, in short, *A Competitive Advantage*.

We are glad to hear from skeptics—we like *convincing* them. We save *money, time and labor* in your shop.

Coupon brings you such evidence and proofs as a practical man requires. It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.
Touraine Bldg., Fort Worth, Texas

SIGN AND MAIL THE COUPON

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Touraine Bldg., Fort Worth, Texas

Gentlemen: Please send me evidence and descriptive matter that tells all about your modern system of printing blank and tabular work at a big profit.

Name

Address

Town State

Kind of Machine
BF-4 (Intertype or Linotype)

OLD IRONSIDES LEDGER

Watermarked

A NEW LINE OF UNSURPASSED VALUE

Easy writing surface. The texture permits many erasures without impairing its writing qualities. After testing samples you will appreciate the superior quality of Old Ironsides Ledger.

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Pure White and Rich Buff

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F. A. Barnard & Son

703 S. Dearborn Street



Buy from the oldest
Chicago manufacturers of

Established 1868

PRINTING INKS

Who advertise in the Ben Franklin Monthly

Efficiency in the Printing Plant

Continued from Page 24

put for one plant might be considered good production for another. The weakness of one might be due to mishandling in one operation and the other due to congestion at some point in a different department. It is therefore necessary that each plant be analyzed and treated individually.

Equipping a commercial plant and doing it along efficient lines is one of the most difficult problems encountered in the printing business. Each order for printing is built along individual lines, no amount of standardization making it possible to do any of the work in advance of the order. It is therefore necessary for the printer to select as equipment, what might be termed a universal outfit, one that will handle economically the greatest variety of work.

Most printing plants are started in a small way with limited capital. The initial equipment is usually selected more in accord with available funds than with any well defined idea of its utility or its adaptability for fitting in as a unit when conditions make it expedient to enlarge the plant. To a nucleus of this kind, additions are made from time to time, frequently of an entirely different type machine, usually rendering a portion of the old equipment obsolete, with the result that it occupies valuable floor space, is used at infrequent intervals, and generally at a loss.

If you have a piece of equipment that you suspicion might belong to this class, this is the best place in the plant to start the work of building for production—junk it!

Equipment Holds Employees

On the quality and efficiency of your equipment not only depends the quality of your product, but also your profit, and, what is more important, the class of employees you will be able to hold in your organization. Frequently you hear workmen referring to a machine or an entire plant as a junk heap. It is a safe bet that that particular machine or plant is neither manned by the better class help nor operating at a profit.

As a rule, the average workman will respond with increased effort if he notes a desire on the part of the management to provide the best tools and keep them in perfect operating condition.

In the past two years, high wages, lack of competent help, and a demand for increased production has caused many printers to seek relief by installing automatic machinery.

Automatic machinery and modern equipment makes work easy and making work easy is one of the principles of efficient production. The output of the automatic tool will run uniform from day to day, making it possible to set a price on the product that will in most cases show a profit. Usually, it will displace enough help that the saving in direct wages will care for the interest and depreciation on the investment. Many of them, particularly those performing bindery operations, can be operated by unskilled help, a feature that is becoming more important as wages advance and competent help becomes harder to locate.

The large plant that has long runs can rarely go wrong in the purchase of equipment of this character. Care in selecting the type most suitable for the work produced is all that is required.

Continued on Page 94

Additional Chicago News

President W. P. Dunn, of the W. P. Dunn Company, Chicago, returned the middle of April from a month's visit to southern California, apparently in fine physical condition. In an auto accident at Hollywood, a Los Angeles suburb, his foot was injured, but it is in good shape again. He noticed many printers out in that beautiful country. The big influx of visitors has aided the people there in putting prices away up. One thing Mr. Dunn was impressed with was the congestion of street traffic in Los Angeles, the handling of which compares unfavorably with Chicago.

E. W. Houser, chairman of the Chicago Photo-Engravers' Association, is a member of the Chicago Association of Commerce party which is making a trip through the Southwest, Pacific Coast and Northwest territory of the U. S. The party was in San Francisco May 12 to 15, attending the sessions of the National Foreign Trade Council.

Wert Stewart, for ten years in charge of the art and engraving departments of the R. R. Donnelley Company and later sales manager for the Hawtin Engraving Company, Chicago, has purchased the Electrogravure Engraving Company, Detroit, Mich. The company will be known as the Service Engraving Company.

Reding & Hauser, blank book manufacturers and rulers, Chicago, have added two automatic feeders and an L ruling machine.

Della Robbia

A SUPERIOR PRODUCTION

18 point Della Robbia No. 231—Handset.

COMPOSED ON MONO system in 6, 8, 10 & 12 pt. sizes; cast from display matrices and handset in 14, 18, 24, 30 & 36 pt.

14 point Della Robbia No. 231—Handset.

THIS UNIQUE LETTER DERIVES its name from that of a family of great distinction in the annals of Florentine art (1400-1529). Luca Della Robbia, during the early part of his career, executed many fine pieces of statuary in marble.

12 point Della Robbia No. 231—11 set.

THE LATTER PART OF HIS LIFE, HOWEVER, was mainly devoted to the production of terra cotta medallion reliefs and the perfection of an enamel covering. This process, then a secret, was to cover the clay relief with an enamel formed of the ordinary ingredients of glass, a method practiced with great success by Persian artisans during and after the XIII century.

10 point Della Robbia No. 231—10 set.

THE RUGGED CHARACTER OF DELLA ROBBIA makes this series desirable for that particular grade of printing sometimes called "out of the ordinary." It is especially adapted for offset transfers and prints equally well on either smooth or rough finished papers.

8 point Della Robbia No. 231—8 set.

MAKEUP ON CATALOGS, BOOKLETS AND ADVERTISING Literature of all classes handled quickly and intelligently in our daylight composing room. Just a word regarding our Monotype equipment. We are constantly keeping abreast of the times and customers will find Superior service second to none in every detail and respect. The Linotype department is excellently equipped with a large assortment of matrices and "rush" orders can be filled to your satisfaction at all times day or night. Phone for salesman.

6 point Della Robbia No. 231—6 set.

OTHER MONOTYPE FACES RECENTLY ADDED AND NOT SHOWN IN OUR specimen book are Bodoni No. 175 and Bodoni Bold No. 275, sizes 6, 8, 10 & 12 point 8 & 10 point Bodoni Italic; 6 point Modern No. 1 with Gothic No. 49; 6 point Modern No. 5 with John Hancock No. 142; 5 point (5 set) and 8 point (7 set) Gothic No. 204; 6 & 8 point Light Gothic No. 149; 9, 10 & 12 point Caslon No. 337; 11 point Scotch Roman No. 36 with 11 point Cushing Bold No. 25; also Pabst Old Style, Caslon Italic, Scotch Roman Italic, 14 to 36 point; Bookman No. 98 Spanish and French accents. ADDITIONAL LINOTYPE FACES: Copperplate Gothic 6 to 18 point; Engravers Title 6 to 12 point; Underwood Light Face Typewriter with underscores 10 & 12 point

Superior Typesetting Co
Harrison 2755-2756 732 Federal St. Chicago



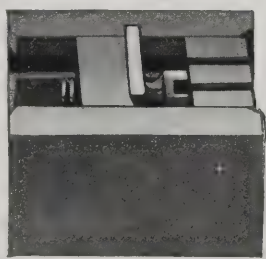
COMPLETE PLATE MOUNTING
System for Book, Catalogue
and Color Printing



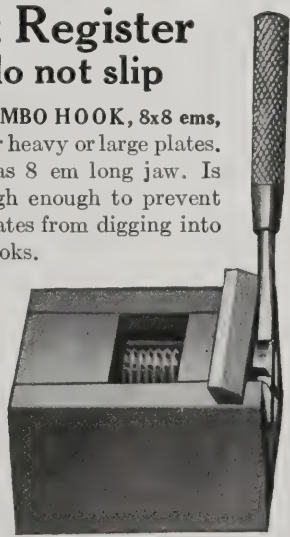
SIMPLICITY and DURABILITY Three-Piece Register Hook

Hold Perfect Register

These hooks do not slip



8x8-em HOOK
No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.
Result: Perfect Register.



JUMBO HOOK, 8x8 ems,
for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.

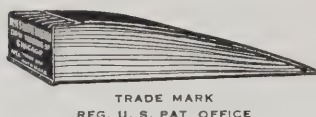
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New Lines Recently Added

OFFICIAL COVERS, 5 SHADES
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**"Books Bound by Us are
Bound to Satisfy"**

Efficiency in the Printing Plant

Continued from Page 92

The saving effected by an automatic feeder on cylinder presses lies chiefly in eliminating stops for carrying up stock, except on large presses handling light weight paper, when the automatic feeder will permit of a trifle more speed; as a consequence they can be employed profitably only on long runs which come at frequent intervals.

Feeder on Folder Increases Output

Folding machines, fitted with this same type feeder, give an increased output over hand feeding of 25% and a saving in the wage cost per thousand of 50%. As the folder feeder is without any of the complicated adjustments found on the press feeder, length of run need not be taken into consideration. In installing folders of any type, it will always make for production and economy to have a feeder attached.

In selecting equipment useful in the plant of medium proportions, the automatic saddle stitcher will be found well worth considering. There are several makes and styles from which to choose. A tool of this character will easily displace three single stitchers and operate with the help used on one of them.

The tipping machine is also a wonderful labor-saving tool, if there is much work of this character done, regardless of the size of your plant. Low price and extreme simplicity of adjustment and operation recommends it as a universal tool.

The owner of the medium sized plant needs to exercise care and good judgment in the selection of automatic machinery, while in the small plant a very limited number of the many varieties can be operated profitably.

Add new machinery only after you are convinced that all possible is being produced with present equipment, and do not invest in automatic tools unless there is an immediate requirement for at least half of their capacity.

In making additions to the equipment of any department, it will be worth while to check up on two points: Will the new machine fit in with the present equipment, and will it throw the department out of balance with the rest of the plant?

It is not generally recognized that much work taken at a fair price shows a loss when done in a plant out of balance. The department low in production must relieve congestion by working overtime, and in emergencies like this, more often than not, additional help is added beyond the point where it can maintain anything like a normal percentage of production.

Congestion an Evil

There is always a reason for congestion and no matter where located, the effect of it reaches into every department and retards production over the entire plant.

Within a few years there has been two instances in this city where large printing establishments have barely escaped failure, for the reason that though apparently well equipped, they were woefully out of balance. If you are now operating a well-balanced plant and feel you must expand, increase your equipment proportionately in each department, or prepare in some other way to maintain the balance.

The electrical equipment of the average plant is not usually given much attention, perhaps because it is more or less of a mystery to the layman.

Continued on Page 96



10 Years in Business

Linotype Composition
Adsetting - Makeup - Lockup
 Day and Night Service - Eight Linotypes

May 13, 1920, marks the 10th anniversary of our advent into the linotype field—10 years of mutual satisfaction to our patrons and ourselves.

Mathews Typesetting Company

That our SERVICE is satisfactory is attested by the fact that we still retain most of the customers we had when we began operations.

Phones:

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626 Federal Street Chicago



No. 1 Monitor A Real Investment

Why invest in a number of machines of limited capacity when you can purchase a machine capable of stitching light work equally as well as a small machine and that will also stitch the flat work?

Why take up a lot of expensive floor space with machines that are idle the greater part of the time?

Why invest at all in a machine whose capacity is restricted to only certain classes of work?

It may pay in certain classes of machinery but not in Wire Stitching machines.

Because—

We can furnish you our New Style No. 1 Stitcher that will stitch pamphlet work with No. 30 wire, and without change of parts will stitch a book $\frac{7}{8}$ -inch thick at a speed of 150 R. P. M.

Latham Machinery Company

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Chicago

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Linotype Composition and Makeup

You'll
Appreciate
S-K-H
Service

ALL the advantages of having your own equipment with NONE of the cares—that's S-K-H Service.



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YOU'LL APPRECIATE S-K-H SERVICE

The Brown Folding Machine Company

Builders of

Book and Catalog
Folders

Newspaper and Periodical
Folders

Magazine and Pamphlet
Folders

Special and Circular
Folders

Erie, Pennsylvania

Efficiency in the Printing Plant

Continued from Page 94

The maker of the machine usually indicates the required horse power. A motor and starting box, or controller, is hooked up, and if it operates the machine at anything like maximum speed, it passes judgment.

There are 7,000 kinds of motors under 15 horse power, and just one of this 7,000 is the right type to operate your machine. This being the case, would you wager any great amount that your machines are properly equipped?

An electrical engineer, who has for years specialized in driving outfits for printing machinery, says that 60% of these machines are not properly equipped, and that they would produce 15% more if driven by the right motor, with the proper control.

If you are in this 60%, you can have judgment passed on this part of your outfit for the asking, and, as they say on the coupon, without obligation.

After you have fully determined to get increased production, there is just one general rule that will apply to the entire equipment of every plant. Examine each unit separately; see why it is not turning out the maximum product; study its relation to the balance of the equipment; correct what you find wrong, and you will have gone far toward getting that increased 50%.

Layout Does Not Affect Machine

The layout of a plant has little or nothing to do with the production of any individual machine. Provided with the raw material, a machine will produce the same without regard to its floor position in the plant. As a part of the plant, it has just one best position in relation to other machines, and the sequence of operation. The average plant can be made 30% more efficient if laid out with care.

It has now been recognized that this work, formerly left to the heads of departments, is of too vital importance, and, where a general rearrangement is contemplated, an experienced man is usually entrusted with the planning.

In laying out a plant, there are just three obstacles that may give you some worry—too much space, too little space, and an area so limited that departments must be split up.

With too much space it is hard to resist the inclination to scatter the equipment, for one reason or another, until it has the appearance of the store of the small merchant when trying to give the impression of a huge stock of goods. Such a layout will defeat the attempt to efficiently handle the product from one operation to the next.

A space smaller than is practical, while it taxes ingenuity, can usually be made workable by slight changes in minor equipment, and methods of handling the product.

A layout for a space so divided that it necessitates splitting up departments, is attended by many problems. A beginning can usually be made by classifying the work handled and finished by duplicating the equipment where necessary.

Rearrangement Necessary

The reason for the inefficient arrangement of most plants, is that they have grown from small proportions and the additions made to the equipment from time to time have been placed in the best vacant spot available, which, 99 times in 100, is the one position that would not be chosen if an entire rearrangement could be made.

Just at present the whole industrial world is trying to speed up production, and blaming their organization for their failure to produce results. They have tried bonus systems, co-operative schemes and profit-sharing, and are now working on industrial democracy, with a dozen modifications.

I am not prepared to say that some good may not result from some of these plans, if this constant hammering does not put the organization into a sullen mood, and then it is bound to make no end of trouble. But what happens to the balance of the world is secondary. What we are vitally interested in is what is the matter with the printer. Why doesn't he produce?

I wonder if it has ever occurred to you that the workmen might not be wholly at fault; that the conditions under which they have been working might be, in a measure, responsible for at least a part of this decrease in production?

What about the labor turn-over? It takes time to train a new employee and he cannot produce the normal output of the old employees as soon as he is put on the job. Haven't you had a big turn-over this year?

Hasn't there been a good deal of overtime the last year or so? Night work lowers day production.

Rush Jobs Spoil Efficiency

For some time every plant has been over-crowded with work and wanting to make hay while the making was good. The printer has been crowding things to the limit. Every job is a rush job and you know what rush jobs do to the cost and the organization.

Were there not cases where raw material and supplies ran short and you limped along on one leg until you could get an order through or find a substitute?

Ink isn't as good as it used to be—it requires more fixing and more wash-ups. The paper isn't the kind your men have always had and they must learn to manipulate it, and while this is being done production is below normal and waste is great.

These are a few of the things that have happened.

In the meantime, what have you done to overcome these conditions and help them produce? Have you had an extra supply of spacing material put in the composing room, and sorted up fonts so there is no need to pick from standing forms?

Some Practical Hints

Have you installed a good, self-inking proof press, and is there plenty of storage space, so a job can be easily found for correction or lock-up?

Have you plenty of chases and a good supply of quoins and lockup material?

Did you put in a patent lineup table that facilitates the lineup of forms so that the press will not stand idle an hour or two, waiting for position O. K.?

Did you hire a hustler to take the forms to and from the press room, to save the time and strength of your skilled mechanic?

Have you suitable trucks for taking forms from the rack to the press?

Is there plenty of material for locking form on press, or do we skirmish for it?

Is each press provided with benzine can, brush, rags and ink knife, quoin key, mallet and planer, or do we skirmish some more while a standing press eats up dollars?

Continued on Page 98

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery



ALTERNATING AND DIRECT CURRENT

*Used by the Best
Known Printers*

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK



PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197

The Reason Why

Perfection Metal-Remelting Furnaces are Superior—

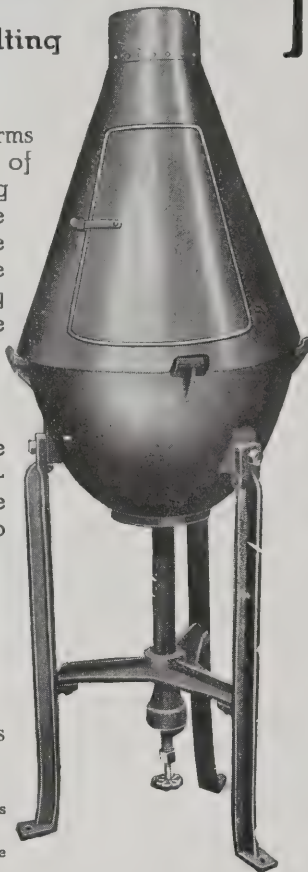
The outer shell conforms exactly to the shape of the inner pot, confining the flame close to the pot containing the metal, distributing the heat evenly, thereby melting the metal in the shortest possible time and with the greatest economy of fuel.

Ask our nearest branch house to send circular showing the full line—there is a size and a style to suit you.

Barnhart Brothers & Spindler

Makers of Superior Specialties
for Printers

Chicago Washington, D. C. Dallas
Kansas City Saint Louis
Omaha Saint Paul Seattle



Efficiency in the Printing Plant

Concluded from Page 97

Are all cuts and plates underlaid before leaving composing room, or does the pressman take them out, pick the type and print the job with one cut turned?

Have you stands to mark out overlays, and tables with plenty of folio, so they can get quick action in the make-ready?

Is the stock on platforms so that you can place it near the press for loading feeder or carry to feed board; and do you fly the stock on another platform, so that it can be transported without extra handling?

How about static electricity; have you provided a means for dispelling it, or do you put it up to the pressmen and let them fight it?

Do the sheets reach the folding room on a platform, no edges turned in, and all nicely jogged for the folder?

Have you suitable trucks for running the folded sheets to the gathering machine or back of the gathering tables without re-handling?

Are the forms always made up right, or must they sometimes be jogged and trimmed?

Are you using the best material, or buying cheap wire and bone glue and causing shut-downs?

And, above all, are you looking after the health and comfort of your workmen?

If you will provide these production helps, get the proper equipment, keep it in first-class condition, I believe production will swing back to normal, or better, allowing a small percentage for change in quality of material handled.

Successful management depends on the elimination of waste in time and material, providing suitable tools for performing the work economically, and **building up loyalty and house spirit in your organization**; and on these depends your measure of success in getting production.

**BLOMGREN
BROS. & CO**
ESTABLISHED 1875
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42 WEST 61ST STREET
SAMPLES ON REQUEST

Additional Chicago Notes

Continued from Page 51

F. Schultz & Company's business has been taken over by the Sandblom Steel Chase Company, managed by J. B. Sandblom. Silver bright steel chases are manufactured, and it is intended to keep up their fine reputation.

John C. Ward, of the John C. Ward Company, 117 North Wells street, celebrated the seventy-fifth anniversary of his birth on April 13. Mr. Ward has been in the printing industry for fifty-eight years.

The School of Printing maintained by the Typothetae division of the Franklin-Typothetae of Chicago has been moved from the eighth to the seventh floor of the Rand-McNally building.

Union Bookbindery has taken additional space in the building in which it is now located at 117 North Wells street.

George P. Rex & Company, job printers, formerly located at 422 South Dearborn street, have moved to 714 on the same street.

Hawthorne Press, formerly located at 115 East South Water street, has removed to 2733 West Lake street.

Perfection Linotyping Company, 720 South Dearborn street, has installed a new Ludlow Typograph.

Opie Read's daughter, Enid Ada Read, died of heart disease April 23, aged 24.

The Executive Committee of the American Bar Association has under consideration the proposition of moving The Journal, the official publication of the organization, from Baltimore to Chicago and the appointment of James Keeley as advisory editor.

Mortell & Company, Chicago, blank book manufacturers and rulers, have built up a fine organization and business has largely increased during the past year. They are well equipped for still further expansion.

A directory of Class, Trade and Technical papers is being prepared by the publishers of "Class," the journal published in Chicago for advertisers in these papers.

Joseph A. Singler, president of The Franklin-Typothetae, returned to Chicago the middle of April, after spending a month in California.

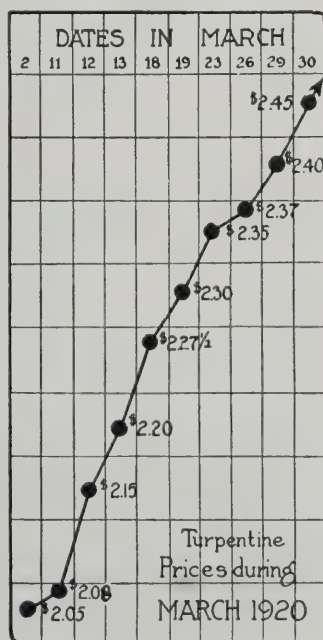
Fourth annual picnic of W. F. Hall Printing Company Mutual Benefit Association will be held at Riverview Park Grove, June 19.

The Apex Bindery, of which Hamilton McDonough is proprietor, has recently moved to 421 South Wabash avenue, Chicago.

Duff and Hodel Company, formerly at 115 East South Water street, is now located at 416 South Dearborn street.

"Printing" was the subject of the April meeting of the Chicago Trade Press Association, held at the City Club, April 12.

Why Ink Prices Must Advance



The materials from which Inks, Varnishes and Colors are made rise rapidly in price. Take Turpentine for example: Just a year ago it was 62 cents a gallon in barrel lots. The chart here shows how the price jumped during March.

Every printer expects Ink prices to advance as ink-making materials increase in cost.

High Grade Inks are always the cheapest

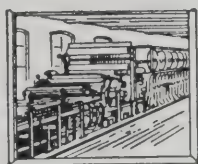
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PAPER TRADE NEWS AND VIEWS



New York Convention Attracts Chicago Paper Merchants

The annual conventions of the American Paper and Pulp Association and of the National Paper Trade Association, were held in New York on April 12, 13, 14, and 15. As has been the custom for years, the headquarters for both were at the Waldorf-Astoria. Chicago and other paper distributing and manufacturing centers in the industrial west were well represented.

Officers Chosen

After the usual conferences and regular meetings which took up the major part of the first three days, the National Paper Trade Association held its banquet in the ballroom of the Waldorf-Astoria on Wednesday night. The following evening, in the same banquet hall, was held the forty-third annual banquet of the American Paper and Pulp Association, which closed the festivities and meetings of both associations. The annual election of officers for the ensuing year for the American Paper and Pulp Association, resulted in the following being chosen:

President, Geo. W. Sisson, Jr., president Racquette River Paper Company, Potsdam, New York; first vice-president, Frank L. Stevens, Stevens & Thompson Paper Company, North Hoosick, N. Y.; second vice-president, Arthur H. Nevius, Miami Paper Company, West Carrollton, Ohio; secretary-treasurer, Dr. H. R. Baker.

The National Paper Trade elected the following as officers of that association:

President, Ross P. Andrews, R. P. Andrews Paper Company, Washington, D. C.; vice-president (Fine Paper Division), C. N. Bicknell, vice-president

Union Paper & Twine Company, Cleveland, Ohio; vice-president (Coarse Paper Division), Edward F. Herrlinger, president Herrlinger & Company, Cincinnati, Ohio; treasurer, A. J. Corning, Hubbs & Corning Company, Baltimore, Md.

Chicago People Present

Among those who attended the conventions from Chicago, were:

W. N. Gillett, Chicago Paper Company; George R. Tolen, Midland Paper Company; R. E. Parker, Parker, Thomas & Tucker Paper Company; W. D. McAlpine and F. A. Kearns and wife, Bradner Smith & Company; A. N. Forsythe and James Forsythe; L. P. Sine and wife, Messinger Paper Company; Forest Hopkins, Paper Mills' Company; Roger Little and wife, Dwight Bros. Paper Company; John D. Swigart, Swigart Paper Company; H. B. Hobart, Barton-Hobart Paper Company; A. C. Allen, A. C. Allen Paper Company; Henry D. Prosser, Birmingham & Prosser Company; Louis T. Dwyer, Bargain Paper House; Fred E. Blunden, Blunden Lyon Company; George Omsted, J. W. Butler Paper Company; Ben S. Stewart, Chicago representative Eastern Mfg. Company; Mr. and Mrs. Joseph Joyce, Empire Paper Company; James H. Coy, sales manager Flambeau Paper Company; Carl F. Foley, C. F. Foley Paper Company; Dick Croteau; Ray Russell, Marathon Paper Company; F. P. Whiteley, Munising Paper Company; F. M. Brady, Moser Paper Company; H. Van Patten, W. E. Wroe & Company; James Tyrrell, U. S. Paper Corporation, and Phil. A. Howard, Ben Franklin Monthly.

Book Paper Consumption Increases 40,000 Tons a Month Over Last Year

United States paper manufacturers have on hand a supply of book paper equal to eight days' average output, and a supply of fine paper equal to 28 days' average output, according to a report of the Federal Trade Commission sent out April 26. The report gives a summary of the entire industry for March, 1920, and shows that whereas there were 89 mills making book in March, 1919, there are now 94 mills making this kind of paper.

The number of mills making fine papers also shows an increase of eight plants over the same month in the previous year, there being 116 mills making fine papers in March of this year, as against 108 in March, 1919. Despite this increase in the number of mills and an increase in the book paper tonnage of 32,000 tons in March, 1920, over March,

1919, the supply on hand at the mills at the end of the month was almost 8,000 tons less, showing an increase in consumption of almost 40,000 tons of book paper for this one month.

The statistics of mills making fine papers show that the tonnage for March, 1920, has increased 10,000 tons over that of March, 1919, and that despite this increase the stock on hand is 7,500 tons less this year than last. This shows an increase of 17,500 tons in the amount of fine paper used for the month. The stock of book paper on hand in March, 1919, was 32,823 tons and of fine paper, 37,819 tons, while the amount of book paper on hand the last of March of this year was 24,496 tons, and of fine paper, 30,211 tons.

New Achievement in Manufacture of Catalog Cover

Peninsular Paper Company is Originator of Special Process Laid Paper Which Gives New Effects And Better Printing Qualities

A new achievement in the manufacture of catalog cover paper for embossing and unusual and striking color effects, is announced by the Peninsular Paper Company of Ypsilanti, Mich., originators of the "Neapolitan Cover." The new cover product, made by special process, is said to bring out very distinctly laid marks and to give more pleasing light and dark effects. The surface is more uniform than that of ordinary laid cover stock and affords much better printing qualities.

The texture of the product is strengthened by the use of a larger amount of rags, which softens the surface so the sharpest embossing does not break or injure its fibre. This construction also enables more perfect folding. It may be used on work which requires antique paper. The prime consideration, according to the manufacturers, is to supply a cover of dignity.

"Neapolitan" is stocked in standard sizes and weights and is made in a range of colors from white through neutral shades to dark brown and green, and of such variety as to take any combination of inks.

The LaSalle Paper Company, 171-173 North Dearborn street, Chicago, has just increased its capital stock from \$25,000 to \$65,000, all of which is fully paid in. Coincident with this announcement comes the statement that the following officers were elected: President, H. F. Leahy; vice-president, H. G. Gleason; treasurer, T. J. Leahy, and secretary, T. B. Leahy. The company specializes in bonds and ledger papers and the steady growth throughout the past two years has necessitated larger quarters at their present address, and now the substantial increase in their capital.

Some of the LaSalle Paper Company's leaders in bonds are Atlantic, Document, Frontier, Heather, Manifest and Pilgrim. In ledgers they handle Atlantic, Eastern and Pilgrim, of all of which they carry extensive stocks.

Announcement is made that the Chicago Gum Tape Company has increased its capital stock from \$12,500.00 to \$35,000.00. The company handles "Grip-Tite" brands of gummed cloth and paper tape, also various sizes of sealing machines. Added to these they are large distributors of adding machine rolls.

Company Urges Saving of Waste Paper

That the need for saving waste paper is just as acute today as it was during the war period, is well known. Perhaps the need is even greater. One large Chicago firm realizes the necessity at least, as is proven by the following notice sent out to all employees:

"The acute shortage of paper provides an opportunity for everyone to render a real service, and at the same time practice thrift, by saving all paper, such as newspapers, magazines and wrapping paper, free from grease.

"In our wall paper mills we can use this paper, and we will be glad to pay employees at the rate of 1 3/4 cents per pound for paper delivered to us in bundles of not less than ten (10) pounds, or we will call for any lot of one hundred (100) pounds or more. This price is based on present market conditions and subject to change upon notice."

Thirty thousand paper mill workers at Milan, Italy, went on a strike April 2 for higher wages.

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How well we have succeeded is attested by the growth of our business.

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Mendelson Bros. Paper Stock Co. 900 So. Michigan Blvd.
CHICAGO, ILLINOIS

John W. Stephenson, western manager of the Hart Trading Company, with offices in the Conway building, Chicago, was married Saturday, April 17, to Miss Gladys Frazier, of Detroit. Mr. and Mrs. Stephenson are now at home at 545 Wellington avenue, Chicago, where their many friends wish them much happiness.

The Messenger Paper Company has leased the four-story and basement building at 707-709 West Van Buren street for ten years, beginning May 1, for a term rental of \$60,000. The company will use the building as a warehouse. The property is part of the Fortune Brewery plant.

Horace M. Gimlin, well known in the Chicago Paper and Printing trade has joined the Chicago Paper Company as salesman.

What Are You Waiting For?

Unless you have looked over the copyrighted **Herrick Cuts** and considered their possibilities in your business, you don't know how much value they may be to you. Don't be hasty in your conclusions. Getting in a rut is a hindrance to your progress. **Wake up!** We're listening!

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Harrison
6062

Schroeder Bros. Company

Electrotypers and Nickeltypers

120-124 West Polk Street, Chicago

Standard Gets Out Fine Specimen Book

One of the best specimen type books so far gotten out by any Chicago firm is that of the Standard Typesetting Company, 701 South LaSalle street. It is a loose leaf book of 186 pages, with an imitation leather loose leaf binder. The book lists every type character carried by the company and, because it is in "loose leaf" form, it is possible to add other specimens as the company obtains them.

In conference with union officials over a year's agreement, an advance of 20 per cent in wages was agreed to by representatives of eleven of the largest newsprint manufacturing companies of the United States and Canada. Some 30,000 employees are affected.

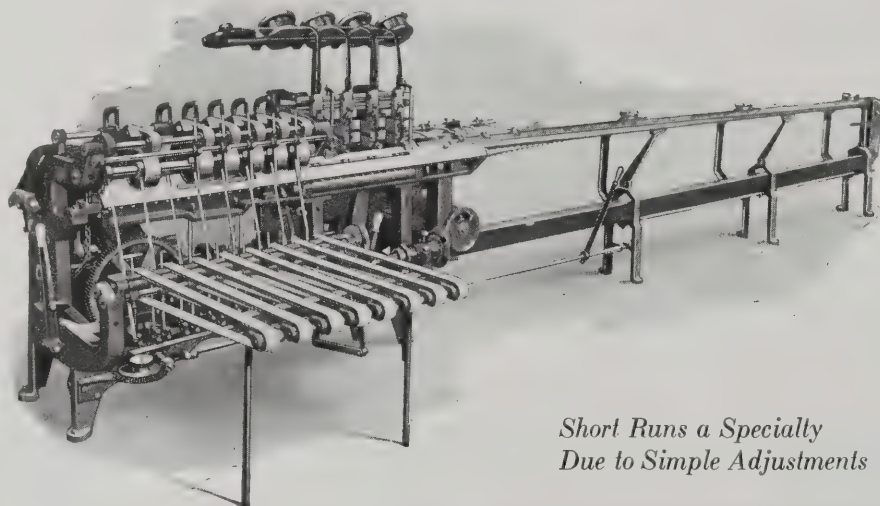
The Chicago Paper Company, 801 South Wells street, Chicago, has made another addition to their extensive stock of papers, by putting in a line of Riverdale cover papers. These are manufactured by The American Writing Paper Company.

Robert F. Fisher, formerly with the Chicago branch of the Whitaker Paper Company, has opened an office of his own at 39 North LaSalle street, where he will handle mill lines of all grades of paper. His telephone number is Franklin 5451.

Dick Crotteau, agent for a number of paper mills, announces the removal of his office to the Chamber of Commerce Building, Chicago, opposite the La Salle Hotel. His new phone number is Main 624-5.

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This is a Proven 100% Success on All Kinds of Work



*Short Runs a Specialty
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Let us prove to your own satisfaction that inserting can be done direct into machine and thereby reduce your labor cost on inserting and wire stitching ONE-HALF

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HIGH GRADE PAPERS



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TELEPHONE WABASH 882

Men in the Trade

James H. Sweeney

Western Manager Lanston Monotype Machine Company

The rapid growth and the popularity of the Monotype machine in the middle west is something which has been one of the wonders of the printing trade. The difficulty to establish what at one time was considered an invention patronized and used in the eastern part of the country only, was regarded as almost insurmountable. This was years ago and times have changed. During the last decade, however, the flexibility and general utility of the monotype has not only been recognized and established, but there is now hardly an establishment in the Industrial West which does not possess an equipment.

The guiding spirit which has made possible the success of the monotype machine in the west, apart, of course, from the backing of eastern headquarters, is James H. Sweeney, who for the past five years has had control of the district. After serving his apprenticeship under Joseph Hays and Richard Beresford, who were called to more responsible positions, Mr. Sweeney assumed complete charge of the western office after having been attached to it for several years.

Born a few years less than forty years ago, at Ironton, Ohio, the subject of this sketch was reared

in an atmosphere where necessity of fighting every inch of ground for a foothold was recognized as an essential in every way, and in later years this quality achieved in youth has stood him in good stead. Chicago was the mecca, where his mother, with James H. and other members of the family, sought a home some twenty-five years ago. Previous to becoming associated with the Lanston Monotype Machine Company, Mr. Sweeney was with the United Printing Machine Company, and also held a responsible department headship with the Chicago Telephone Company. The Pacific Coast then held an attraction for him and for a year he was at Seattle, Washington, and resigned a responsible position there to join the Monotype force at Chicago.

Loyalty to his concern and demanding the same from those under him, to serve the large clientele, the business in the western district has grown so rapidly and surely that there are hundreds of machines in operation in the middle west, where a few years ago they could be counted only by the score.

Mr. Sweeney has an interest in advancing the community in which he resides. He is an active member

of the Chicago Association of Commerce; he belongs to the Illinois Athletic Club, and to the Chicago Printing Supplymen's Club. As a home man, he is father of a bevy of three charming young ladies, who inherit the wit of their father and the loving and kindly disposition of their mother, who was taken from them a little over three years ago, at a time when things never were brighter in the course of a happy marriage.



JAMES H. SWEENEY

5,000 Proofs in One Working Day

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It is an *impossibility* as far as we can learn on any other hand-operated machine, no matter how many operators or how skilled the operators may be.

EVIDENCE

At R. R. Donnelley & Sons, Chicago, 30 final page proofs of each page of a great mail-order catalogue were produced in one and one-half minutes.

At W. F. Hall Co., Chicago, 20 final page proofs were produced on a No. 17 Vandercook Composing Room Cylinder in less than one minute. Two well-practiced operators were required.

All the Proof Presses used in the composing rooms of the Curtis Publishing Co., Philadelphia, the greatest magazine publishers in the world, were built by VANDERCOOK.

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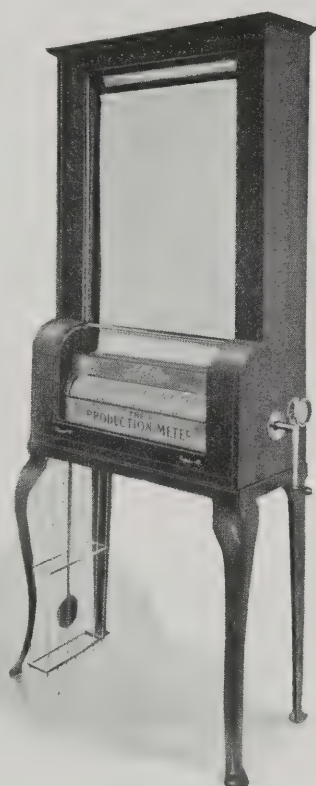
Telephone Monroe 5825

If you know of any Vandercook device that is not being properly handled, or, for any reason is not giving the best of service Let us know. We do not travel to "take orders" but we do travel to scotch propaganda that might develop to the injury of all.

We give no discounts to dealers and because we do not have to employ salesmen in order to sell our entire output we give purchasers "direct by mail" a decided price advantage—but we can get the facts to you quickly by mail.

What Are You Doing?

In preparation of the coming competition
to lower costs by increased production



Business executives with foresight are using the present readjustment period to analyze their business problems and build for the future.

The Productive Hour of the press room is a serious problem of the printer and should not be interpreted as the Chargeable Hour, which forms the basis of their costs; but which, in reality, is only the Productive Hour plus inefficiencies.

You should know the actual productive time and accurate count of work done to intelligently supervise and make corrections to increase production. LET us show you lost time that can be utilized for production in the press room by the use of the Production Meter and Counters.

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WE ARE LOOKING for a bright, wide-awake young fellow to learn the jobbing paper business. A good future is assured to the right applicant.—Address B-53, care Ben Franklin Monthly.

1 65-INCH MIEHLE PRESS, 1 Model 1 Mergenthaler linotype, 1 power smashing machine, 1 foot power perforator. All can be seen running at the Blakely Printing Co., 418 S. Market st., Chicago. Phone Wabash 912.

FOR SALE—Auto Press, good condition; biggest money-maker in any print shop. Not adaptable for our class of work.—Address B-203, Ben Franklin Monthly.

FOR SALE—Modern Huber Hodgman 2-revolution presses for heavy color and register work, two 49x66 and one 38x48 beds, combination deliveries, four roller, will Cross Automatic Feeders. 26x38 Seybold Power Embosser, nearly new. 44x64 Fuchs & Lang Bronzer. 2 fine Standard Automatic Presses. 44-inch Dexter Automatic Cutter and others. 19x25 Brown Circular Folder with 3 rt. angle and one par. folds. 33x47 Brown Togo Folder. 20x30 Thomson Cutter and Creaser. 48x62 Michle two-revolution press. Stock two-revolution and Drum Presses, Gordons, Stitchers, Punches, Proof Presses. Tell us your wants. We have several large and small outfits for sale. New and overhauled machinery and composing room equipment. **Wanner Machinery Co.**, 716 S. Dearborn St., Chicago.

FOR SALE—Goss semi-rotary printing press; prints 8-page, 7-column newspaper from flat bed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. The William Feather Company, Caxton bldg., Cleveland, O.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

WANTED—Second-hand Kidder or New Era roll-feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll-product rotary wrapping-paper presses.—Address C-105, Ben Franklin Monthly.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of BEN FRANKLIN MONTHLY, published monthly at Chicago, Illinois, for April 1, 1920.

State of Illinois, } ss.
County of Cook, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared PHIL A. HOWARD, who, having been duly sworn according to law, deposes and says that he is the Publisher and Owner of the Ben Franklin Monthly, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to-wit:

1. That the names and addresses of the publisher, editor, and managing editor, are:

Publisher—Philip A. Howard, 121 S. Elmwood Ave., Oak Park.
Editor—C. J. Nuttall, Wheaton, Ill.
Managing Editor—Philip A. Howard, 121 S. Elmwood Ave., Oak Park.

2. That the owners are:

Ben Franklin Pub. Co., Inc., 508 S. Dearborn St. Chicago.
Philip A. Howard, Pres., 121 S. Elmwood Ave., Oak Park.
E. P. Howard, Vice-Pres., 121 S. Elmwood Ave., Oak Park.

3. That there are no bonds or mortgages outstanding.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) PHILIP A. HOWARD,
Publisher.

Sworn to and subscribed before me this 1st day of April, 1920.

(Signed) E. F. WECK, Notary Public.

You Will Find it Profitable to Stock

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY.....W. H. Smith Paper Company
ATLANTA.....Sloan Paper Company
BALTIMORE.....Baltimore Paper Company, Inc.
BOSTON.....Carter, Rice & Co., Corp.
 The A. Storrs & Bement Company
BUFFALO.....The Disher Paper Company
CHICAGO.....Swigart Paper Company
 The Paper Mills' Company
CINCINNATI.....The Chatfield & Woods Company
CLEVELAND.....The Union Paper & Twine Company
DES MOINES.....Pratt Paper Company
DETROIT.....The Union Paper & Twine Company
HARRISBURG.....Donaldson Paper Company
KANSAS CITY.....Benedict Paper Company
LOS ANGELES.....Blake, Moffitt & Towne
LOUISVILLE.....The Rowland Company
MANILA, P. I.....J. P. Heilbronn Company
MILWAUKEE.....The E. A. Bouer Company
MINNEAPOLIS.....Minneapolis Paper Company
NASHVILLE.....Clements Paper Company
NEWARK.....J. E. Linde Paper Company
NEW HAVEN.....The A. Storrs & Bement Company
NEW YORK.....J. E. Linde Paper Company
 Miller & Wright Paper Company
NORFOLK....R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....Carpenter Paper Company
PHILADELPHIA.....A. Hartung & Company
 Riegel & Company, Inc.
PITTSBURGH.....General Paper and Cordage Company
PORTLAND, ME.....C. H. Robinson Company
PORTLAND, ORE.....Blake, McFall Company
RICHMOND.....Virginia Paper Company
SALT LAKE CITY....Carpenter Paper Company of Utah
SAN FRANCISCO.....Blake, Moffitt & Towne
SEATTLE.....American Paper Company
SPOKANE.....Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....The Paper House of N. E.
ST. LOUIS.....Beacon Paper Company
ST. PAUL.....E. J. Stilwell Paper Company
TACOMA.....Tacoma Paper and Stationery Company
WASHINGTON.....R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA.....
 The Barkwell Paper Company
EXPORT...A. M. Capen's Sons, Inc., New York
 W. C. Powers Company, Ltd., London, England
ENVELOPES.....
 United States Envelope Company, Springfield, Mass.

BUYERS of bond paper are finding it worth while to get rag-content, loft-dried quality at the SYSTEMS price.

Order a case of SYSTEMS BOND today. It will pay you to keep a stock of it on hand.

Write us and we will be glad to help you link your sales efforts on this paper with our national advertising campaign.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

The Trade Composition Association of Chicago



200 MACHINES

800 TYPE FACES



MEMBERS OF THE
FRANKLIN-TYPOTHETAE OF CHICAGO

Speed, Service and Quality

DIRECTORY OF MEMBERS

A. R. BUCKINGHAM,	15 So. Market St.
CHICAGO TYPESETTING CO.,	727 So. Dearborn St.
EMPIRE TYPESETTING CO.,	501 Plymouth Ct.
ENGLEWOOD TYPESETTING CO.,	540 W. 63rd St.
KERR-WHITMIRE TYPESETTING CO.,	732 Sherman St.
KILGORE LINOTYPING CO.,	326 W. Madison St.
CHAS. L. JUST TYPESETTING CO.,	218 So. Clark St.
M. & L. TYPESETTING CO.,	4001 E. Ravenswood Ave.
MATHEWS TYPESETTING CO.,	626 Federal St.
MOREY LINOTYPING CO.,	508 So. Dearborn St.
F. S. MORRIS,	117 N. Wells St.
PERFECTION LINOTYPING CO.,	720 So. Dearborn St.
QUALITY TYPO CO.,	542 So. Dearborn St.
S-K-H TYPESETTING CO.,	149 W. Ohio St.
SMITH-McCARTHY TYPESETTING CO.,	508 So. Dearborn St.
STANDARD TYPESETTING CO.,	701 So. LaSalle St.
WALDEN TYPESETTING CO.,	720 So. Dearborn St.
WESTERN LINOTYPING CO.,	431 So. Dearborn St.

Don't Rock the Boat

Members of the Franklin Typothetae of Chicago are performing their most valuable duty as members of the organization by exercising their influence toward the stabilization of the printing business.

The foundation stone of Stabilization is the Standard Cost System. Selling prices based upon actual cost records are basic, and the entire printing industry is interested in their maintenance.

The members of the Machine Division of the Franklin Typothetae of Chicago have recently issued a schedule of selling prices based upon actual cost of production, as shown by cost records; these records covering a period of several years. The prices based thereon are fair and equitable.

The deep thinking members of The Franklin-Typothetae will not patronize the price-cutter in any business field. He will patronize concerns doing business on established records, who sell their product at a price based upon the proven cost of production. He will do what he can to prevent disruption and disorganization from entering the printing industry.

Therefore, don't "Rock the Boat" by doing business with ignorant and irresponsible concerns in any field. The encouragement of price-cutters will prove a boomerang, and eventually return to strike at your own business.

Give Franklin-Typothetae Members Your Patronage



BEN FRANKLIN MONTHLY

A JOURNAL FOR THE
PRINTING, PAPER
AND
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By
BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.



The *Warnock*
Diagonal
Block and
Register Hook
System

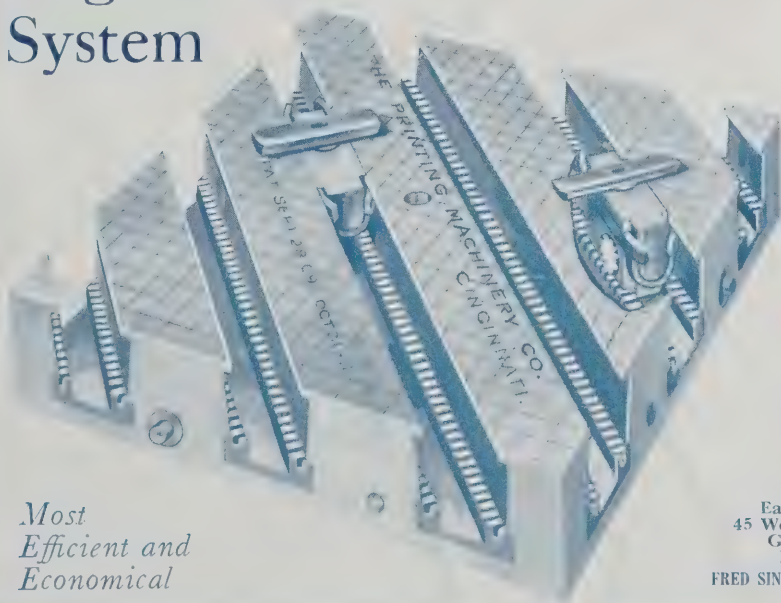
Indispensable

In more than **2150**

Printing Plants

in the

United States
and Canada



Most
Efficient and
Economical

The
**Printing Machinery
Company**

412 East Sixth Street
Cincinnati, Ohio, U. S. A.

TOM BATEMAN, Sales Manager

Eastern Office
45 West 34th Street
Greeley 1383
New York

FRED SINNIGEN, Representative

Western Office
Fisher Bldg., Suite 505
Wabash 5831
Chicago

JIM SHERMAN, Representative



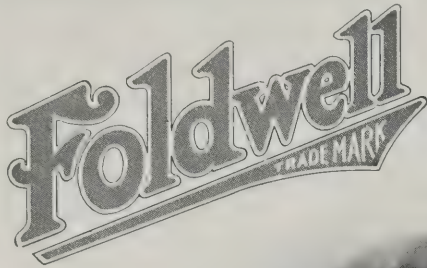
A System for Correct Composition

Linotype Typography makes one sound system of the much confused accumulation of material that confronts the printer. It eliminates unsparingly that which is incongruous and wrong, but without limiting full variety of choice by the narrow canons of cold art. It simplifies the practice of ambitious composition, and as an actual part and result of that simplification, the Linotype user is provided with material for composition of a richness attainable heretofore only by inordinately costly and laborious hand work. Linotype Typography furnishes equipment that both guides and responds.

MERGENTHALER LINOTYPE Co.

New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto



“This Folder Will Talk Right up to Our Prospects”

“It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That’s the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth.”

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy, print without any loss of value on Foldwell. But more than this, Foldwell always preserves the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibres and rag base insure it against cracking even when folded against the grain.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet “Paper as a Factor in Modern Merchandising” explains. We will send it gladly.

CHICAGO PAPER CO., *Manufacturers*, 891 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.
29-33 Lafayette St.,
New York City
Whitehead & Alliger Co.,
8 Thomas St., New York City
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
D. L. Ward & Co.,
28 S. Sixth St.,
Philadelphia, Pa.
Alling & Cory, Pittsburgh, Pa.
Alling & Cory, Buffalo, N. Y.
Alling & Cory, Rochester, N. Y.
Chope-Stevens Paper Co.,
Detroit, Mich.

Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio.
The Commerce Paper Co.,
Toledo, Ohio.
Allman-Christiansen Paper Co.,
131 Michigan St.,
Milwaukee, Wis.
Acme Paper Company,
115 S. Eighth St., St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
700 S. Fourth St.,
Minneapolis, Minn.

St. Paul Paper Co.,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
106 Seventh St. Viaduct,
Des Moines, Iowa.
Carpenter Paper Company,
Ninth & Harney Sts.,
Omaha, Neb.
Carpenter Paper Company,
143 State St.,
Salt Lake City, Utah.
Blake, Moffitt & Towne,
45 First St.,
San Francisco, Calif.

Blake, Moffitt & Towne,
242 S. Los Angeles St.,
Los Angeles, California.
American Paper Company,
Seattle, Washington.
Tacoma Paper & Stationery Co.,
Tacoma, Washington.
Spokane Paper & Stationery
Co., Spokane, Washington.
Blake, McFall Company,
Portland, Oregon.
John Martin Paper Co., Inc.
Winnipeg, Man.
Parsons & Whittemore, Export
299 Broadway,
New York, N. Y.



Up to the present time the LINOGRAPH has been made in crowded quarters, and there have been many inconveniences and difficulties connected with its manufacture. Now we are moving into this magnificent new building, an all-daylight plant of five floors, with every modern convenience for our employees, and every facility for successful manufacture.

We desire to express our appreciation to all who have encouraged us during the past, and hope we may merit further support and encouragement in the future.

This building with all its modern equipment is the best evidence that the LINOGRAPH has made friends wherever it has been introduced. The fact that every LINOGRAPH installed created demand for others is what made possible a new and larger factory. We invite correspondence, and we are always pleased to send descriptive literature on request.

THE LINOGRAPH COMPANY

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21
BRUSSELS, BELGIUM

DAVENPORT, IOWA
U. S. A.

PARSONS & WHITEMORE, Inc.
Agents for Australasia
30 Market Street
SYDNEY, AUSTRALIA, N. S. W.

HOWARD BOND

WATERMARKED

The Commercial Quality
Bond Paper

Whose strength does not yield to any competitive grade

HOWARD BOND

The brilliancy of its pure white shade is acquired by its water filtered through Nature's everlasting sieve. The firmness of HOWARD BOND is made possible by using the world's best and most carefully selected sulphite of definite quality and uniformity.

Favor us by making an every-angle comparison with higher priced Bond papers and the decision will be that you insist that your stationery requirements will always be on the paper that has impressed the office forces of America with its great value.

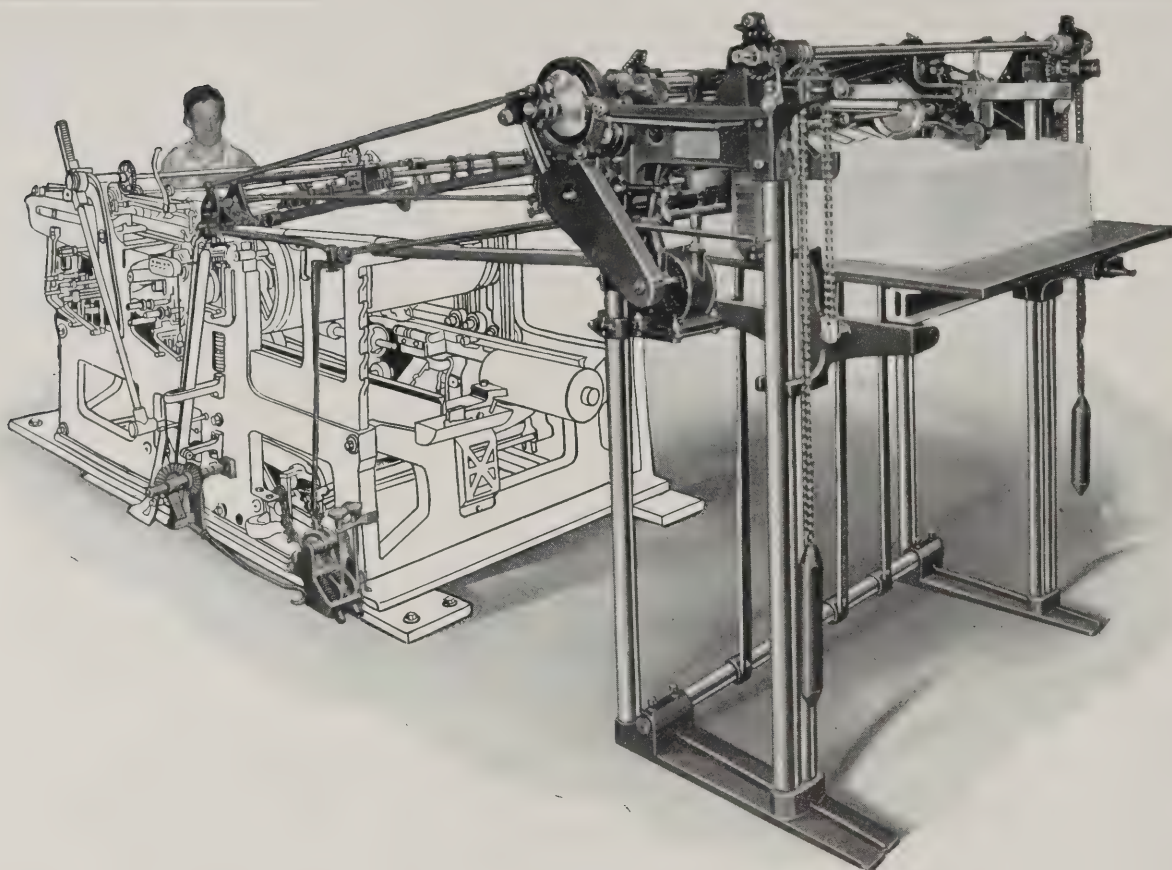
HOWARD BOND

TEAR IT! COMPARE IT! TEST IT!
and you will always SPECIFY IT

Complete stock in White and Colors ready for immediate distribution.

SAMPLE BOOK SENT UPON REQUEST

The Howard Paper Company
URBANA, OHIO



A WONDER WORKER

"THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

"Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

"When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the

equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines

WE SELL
RELIABLE SECONDS
AND
DEPENDABLE JOBS
IN
PAPER AND CARDBOARD

OUR LISTS OF STOCK AND SAMPLES
ARE YOURS FOR THE ASKING

DOUGLAS WRAY PAPER CO.

PRINTERS BLDG. **CHICAGO** SHERMAN & POLK STS.

PHONES WABASH 4492-1021

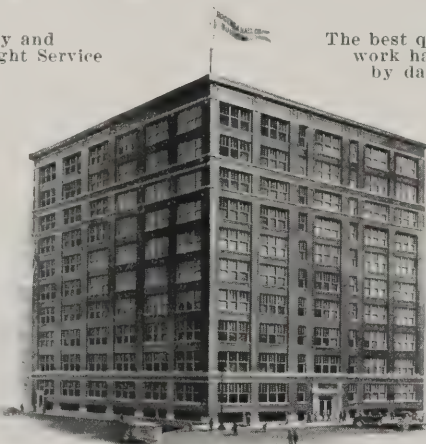
You Have a
Standing Invitation to
Call and Inspect
Our Plant
and
Up-to-date Facilities

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

We own the building, as well as our printing plant, and operate both to meet the requirements of our customers.

Day and
Night Service

The best quality
work handled
by daylight



One of the largest and most completely equipped printing plants in the United States

Printing and Advertising
Advisers and
The Co-operative
and
Clearing House
for Catalogues and
Publications

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications. Our interest in the success of every legitimate business and publication prompts us to offer our assistance in every direction that appears practical and possible, and we invite suggestions, with a view of making our service most valuable.

CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

Business Methods and Financial Standing the Highest. Inquire Credit Agencies and First National Bank, Chicago, Ill.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists

(7) Also Such Printing as Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)

PRESSWORK
(The usual, also Color and Rotary)

Binding
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

ROGERS & HALL COMPANY

Polk and La Salle Streets

CHICAGO, ILLINOIS

TELEPHONE WABASH 3381—LOCAL AND LONG DISTANCE

HIGH GRADE PAPERS



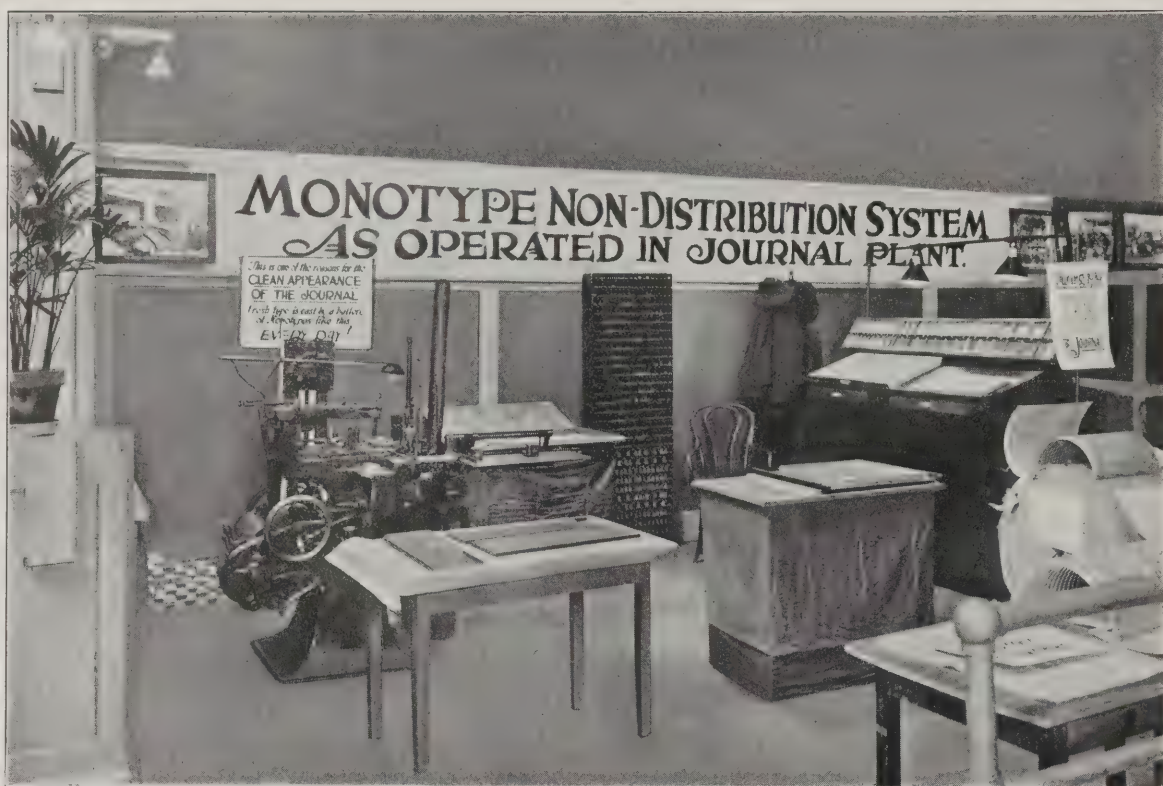
THE BERKSHIRE CO.

445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882

NON-DISTRIBUTION

Advertised by an Enthusiastic User



The Milwaukee *Journal* moved from its ad room a Monotype and Non-Distribution accessories to exhibit the system at the Milwaukee Advertising Show. Two operators were on duty demonstrating the Monotype System. The card tells why:

This is one of the reasons for the clean appearance of the *Journal*. Fresh type is cast by a battery of Monotypes like this every day

Lanston Monotype Machine Co., Philadelphia

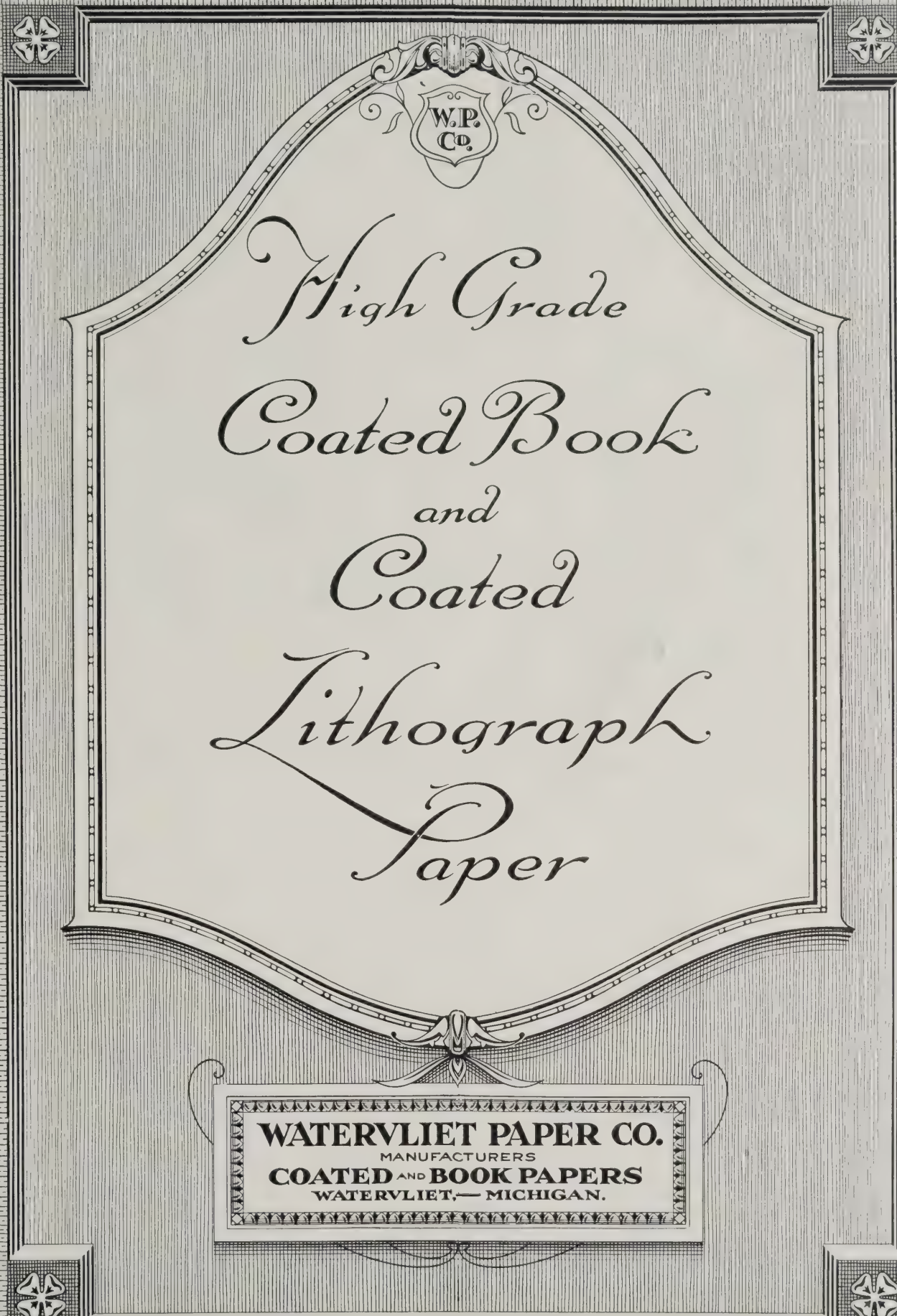
NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO



W.P.
CO.

*High Grade
Coated Book
and
Coated
Lithograph
Paper*

WATERVLIET PAPER CO.

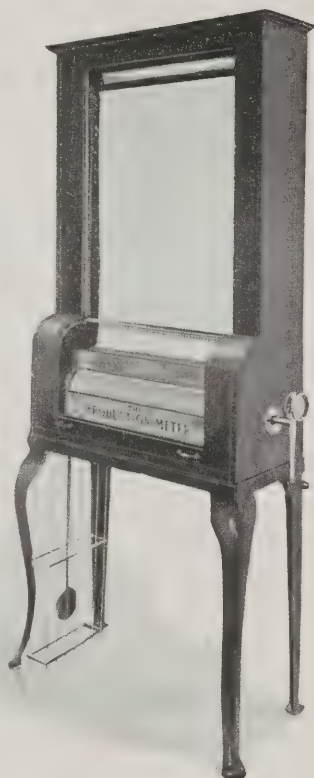
MANUFACTURERS

COATED AND BOOK PAPERS

WATERVLIET, — MICHIGAN.

Our Papers are Sold by Paper Merchants Everywhere

Labor and the Production Meter to Increase Output



Many executives today, not as in the past, have learned the great importance of the human element on production.

Labor, whether in open or closed shop, is fundamentally controlled and influenced by individual and collective consideration of the work which they do.

The individual job record which labor furnishes, and the collective record of the PRODUCTION METER, measured in producing hours combined, will reconcile labor to increase output.

See April issue of Ben Franklin Monthly for a discussion of the production hour.

For expert advice and details call our service department, Kenwood 399

Production Meter Company

646 East Forty-seventh Street

CHICAGO

They're Beautiful—Are They Not?



Never mind the girl's hands.

We know you are looking at them. We like 'em too—but look at the two sheets of paper.

There is the whole story—as plain as the nose on *our* face.

One sheet bends with reluctance.

Two hundred of them would bend with two hundred times as much reluctance.

The bound book would bend like—well let's say “not at all”.

But the EMPIRE HINGE LEDGER sheet bends easily, and gracefully. It almost doubles up, it is so able to do its part properly.

No need to mangle the sheet by crimping. It retains all the beauty the mill originally put into it.

It is just as strong. Just as smooth. Briefly—it is *the perfect ledger sheet*.

Specify and use EMPIRE HINGE LEDGER when you really want to turn out a first class, pleasing job.

Par excellence is the phrase which properly describes it.

SEND OR PHONE US FOR SAMPLES AND PRICES.

EMPIRE PAPER COMPANY

725 SOUTH WELLS STREET

CHICAGO, ILL.

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength, because your illustrations will be folded many times.

White is the mourning color of China

and yet, some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer?

Let us make an analysis of your customers' Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor, our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your customers' Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1170-208 South La Salle St.
Chicago, Illinois



PAPER AS A FACTOR IN FOREIGN TRADE



Ben Franklin Monthly

Vol. XVII

15c the copy

JUNE 1920

\$1.50 the year

No. 9

THIS ISSUE CONTAINS

THE SECOND EDITION OF

Ben Franklin Chicago Paper

Directory

and Price List

With Paper Prices as of

May 10

has just come off the presses and has been placed in the mails. Every printer in the city of Chicago and every printer who is dependent on the Chicago market for his paper is entitled to one of these copies. If you have not received yours get in touch with the service department of Ben Franklin Monthly and we will get one to you by the quickest possible route.

The Directory lists three thousand items of paper with prices and the dealer handling each. Such a comprehensive listing of papers is of value to every printer and no one should be without a copy.

The condition of the paper market, which is very uncertain and is likely to remain so for some time, makes it impossible to get out a perfect book, but the publishers of Ben Franklin Chicago Paper Directory and Price List pride themselves on the fact that the prices listed are as nearly correct as it is humanly possible to make them.

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St. Louis Prepares for U.T.A. Convention

History of Missouri City and Present Importance Fit It for Honor.

Famous Buildings and Recreational Advantages Make It Ideal Convention City.
September 13-14-15 Dates Selected.

By W. C. HOWLAND

Over a century ago, Pierre Laclede Ligest, a Frenchman to whom the Spanish government had given a monopoly of the trade with the Indians, and his step-son, Auguste Chouteau, established their trading post and called it St. Louis. This was in 1764. The trading post soon grew into a village, the outpost of civilization.

The little village grew rapidly and soon was incorporated as a city. In 1828 the city had a population of 26,000. In 1910, the census showed that St. Louis had 687,029 and in 1919 the population was estimated at approximately one million.

There is a close race for the honor of being the fourth city of the United States, even though population is not a real value when it stands alone. Figures are imposing in records, but unless a city can show genuine developing power in the important fields of the nation's work, with sound progressive citizenship and imbued with the intention of making their city great in deeds as well as in figures, it should not be regarded other than as a great mass of humanity ignorant of strength and multiplicity of ideas for the betterment not only of its city but the world at large, through its internal growth. No matter what standing the recent census gives to St. Louis, the city will qualify in figures and in citizenship and is recognized by its rivals as being thoroughly awake to its possibilities. In fact, St. Louis has the leadership of the world as a manufacturing center of many necessities and leads the United States in others. It is entirely safe to say that the city has realized the expectations of the oldest inhabitant and has done credit to its early settlers.

Takes on New Life

The war taught St. Louis a very great lesson, because during the war the city realized the position it occupied not only in the Mississippi valley or in the United States, but in the production of the necessities of life for those in foreign countries. If

you visit St. Louis now, you will see that it has taken on new life and you will automatically recognize it as a city which is sending its goods to all parts of the world, winning a secure place in the world's market.

The city is already a factor in the development of the world along all avenues through its citizens and products. Too much

credit cannot be given to the various civic and commercial organizations and individuals who are continually instilling pep and ginger into those who are for a while, not dead, but sound asleep at a very important switch. The Chamber of Commerce, the Junior Chamber of Commerce, the Ben Franklin Club, the Convention Publicity and Tourist Bureau of which Carl F. G. Meyer, president of the Meyer Bros. Drug Company, is president, and Charles F. Hatfield, secretary and general manager; the Advertising Club, Associated Retailers, the Manufacturers' Association, Mississippi Valley Association, Mississippi Valley Waterways Association, Optimist Club, American Legion, and many others, by diligent work, have put St. Louis back in the race.

One of the most important events of the year was the selection of St. Louis by the United Typothetae of America as its 1920 convention city.

Leads in Twenty Industries

Little did Laclede and Chouteau think as they were working their way up earth's noblest river, towing by man-power the boats that contained the supplies with which they started the construction of what is today one of the greatest American cities, that St. Louis would one day lead the world in manufacturing and marketing shoes, and be as follows:

- The largest drug house in the world.
 - The largest lead works in the world.
 - The largest piston ring city in the world.
 - The largest steel furnace manufacturing city in the world.
 - The largest sugar mill machinery manufacturing city in the world.
 - The largest tobacco manufacturing city in the world.
 - The largest woodenware house in the world.
 - The largest terra cotta works in the world.
 - The largest hardware house and market in the world.
 - The largest primary fur market in the world.
 - The largest center for manufactured poultry and live stock food in the world.
 - The largest brick and clay products manufacturing center in the world.
 - The largest wire rope manufacturing city in the world.
 - The largest bag manufacturing center in the United States.
 - The leading hide and wool market of America.
 - The largest hat center in the United States.
 - The largest grain center in the United States.
 - The largest cement manufacturing center in America.
 - The largest saddlery and harness manufacturing in the United States.
 - The largest railway and street car manufacturing center in the United States, and a host of other "largest in the world" and "largest in the United States" too numerous to mention.
- St. Louis is modern in office buildings, hotels, beautiful parks and has many of the finest homes in



Hotel Statler, where convention will be held

the country, and at the same time is older than the United States and rich in romantic traditions.

The city spreads over 62½ square miles of territory on the banks of the mighty Mississippi river. It is a great industrial district and hub of the railway systems of the nation, within a night's ride of over 50,000,000 people.

The fact that St. Louis has the lowest rate of infant mortality of any of the large American cities is ample proof of the excellence of St. Louis summer weather. September, an ideal month throughout the nation, is no exception here.

Residences Among Country's Finest

Stepping over the span of years that have intervened between the St. Louis of the present day and St. Louis of those pioneer days, one will find a city whose residence section reminds one of the pages of a home builder's inspiration book. Row after row of palatial and comfortable residences, embroidered with beautiful trees, along great boulevards, are distributed throughout the residential district of the city. You can find just as costly in other cities, but no where do you find such a variety of good taste in architecture, such care in the planting of landscape and maintenance of shade trees and flowers of such evidence of what can be accomplished in the development of homes.

If you are a lover of the great outdoors, you will be interested in the parks, of which there are over 2,700 acres. Forest Park, with its rolling woodlands and fast developing zoo, with the world's largest bird cage, municipal golf links and tennis courts that are artificially lighted, making them available for use at night as well as day, baseball diamonds, soccer fields and the boats and canoes on the lagoons, affording a maximum opportunity for the enjoyment of outdoor sports. In Forest Park you will also find the Art Museum, which is the third finest in the country, as well as Jefferson Memorial with its statue of Thomas Jefferson.

On Art Hill in Forest Park, you will find the heroic statue of St. Louis, by Niehaus. It was at the base of this statue that was enacted one of the most historic ceremonies in modern times, and thereby honored St. Louis as no other city in the world has been honored.

Parks Attract Visitors

O'Fallon Park, with its wonderful ravines and from whose highlands you get a view of the Mississippi river, is located on the north side of St.

Louis. Fairgrounds Park, another north side park, has the largest municipal swimming pool in the country. Under its arc lights on a summer night thousands of bathers in a mass of merry-making and an object lesson to democracy, enjoy all the accommodations and pleasures of a beach.

The old Court House, located at Chestnut and Market streets, which was built in 1829, will prove interesting to the visitor. The building was made historic by the sale of slaves, which took place on its steps during the Civil War. An authority on historical St. Louis says that the site for the building was presented by Judge J. B. C. Lucas and Col. Auguste Chouteau. The building is in the form of a Greek cross and of Doric order of architecture, and the magnificent frescoes in the lunette of the dome were by Carl Wimer, in 1862, a St. Louis artist of note, according to another authority. The frescoes were restored by Edmond H. Wuerpel during the World's Fair in St. Louis in 1904. The whipping post was located on the site in the early days of the city. It was in this historic building that the suit for freedom was begun by Dred Scott. The old Boone Lick trail, one of the first to penetrate the West, is marked by a granite block on this spot.

The universities will welcome the visitor. In Washington University you will find a most modern educational plant, its harmonious Tudor-Gothic architecture and construction of red granite, standing on an eminence just west of Forest Park, will impress you with its substantial character and its importance in the educational world. In St. Louis University, founded in 1818, you will find the oldest university west of the Mississippi river.

Golf All Year 'Round

If you are a golf player, the Municipal eighteen-hole golf course at Forest Park is the best all-the-year-round golf course in the United States. There is also the nine-hole course. A mid-night sprinkling system is used so that the greens are not wet for the early morning golfers. The course covers more than a mile from the east to the west and takes in the highest and lowest points in Forest Park. In addition to the Municipal Golf Links, there are many courses at various clubs.

All these things you will have an opportunity to visualize when you visit St. Louis. You will like St. Louis and the cordial goodfellowship of its people. You will realize why it has acquired the title of the "Most Hospitable City in the World."



EADS BRIDGE, ST. LOUIS

Efficiency In Handling Paper

Transveyors, One Means of Cutting Handling Costs

By T. S. MacEWAN, Res. Mgr. Engineer, Cowan Truck Co.

Not of a dray, we write, nor even a motor truck, or railroad train. Our subject has little to do with rolling stock, but a whole lot to do with moving stock.

The successful printer today is not only concerned with the composition of his work, but he finds the art of handling his sheets of prime importance.

In the old days it was necessary to have a large equipment of four-wheeled trucks on which the paper was loaded as it came out of the presses, and every time paper was stored it was necessary to take it off the truck because the truck itself could not be laid up, since it was required for the next load.

Four-wheeled Trucks Expensive

These four-wheeled trucks were subject to continual breakage and printers replaced as many as 30 to 40% of their old trucks in a year because they were worn out.

The inconvenience and high up-keep cost of the old four-wheeled truck were apparent to all the printers, but since they were accustomed to the use of these old-fashioned carriers there seemed to be no way out of the trouble.

In 1911, at the White and Wyckoff paper plant in Holyoke, Mass., W. H. Cowan, then superintendent, conceived the idea of getting a truck which would run in under a loaded platform and through the operation of a handle the platform of the truck to be elevated and the load taken on its back off the floor. This was the origin of the lift-and-carry type of truck.

The Cowan Truck Company was organized to make this type of transfer truck and set about finding out what principles were most important in the design of a device of this sort.

One of the first points on which they settled, was the use of one wheel in front and two wheels in the rear, as after much experimenting it was discovered that this gave maximum mobility to the truck.

The original "R" truck now in use by many printers, involved the employment of a toggle arrangement for elevating the load. A yoke was attached to the movable platform and the handle fork was arranged at its lower end so that it pivoted on the front wheel and became a lever, bearing upon the toggle yoke, thereby elevating the movable platform one and five-eighth inches off the floor when pulled downward.

For many years this type of machine was the only one on the market and earned a name for itself for its long life and dependable operation.

Improvement Made in 1916

About 1916 an improved arrangement was brought out by the Cowan Company, which involved the use of a lifting link with a treadle to engage it with the handle fork. In this truck the feature of the full swivel of the front wheel and handle fork was also incorporated.

Various improvements have been made in this latest type of truck, so that the Cowan "G" model

all-steel transveyor at present represents the acme of perfection in this type of machine.

The advantages of lift trucks in the handling of paper stock are manifold, but the essential idea is the cutting of handling costs. By the use of an elevating truck, not only is the transference of the paper expedited, but its storage is greatly simplified and benefited.

"Keep the stock off the floor," is a wise slogan to prevent the spoiling of the paper.

The writer recalls a recent occurrence where a man moving into a new plant, placed all of his stock upon skids. The next day it rained and, in fact, there was a deluge for the whole of that week, with the consequence that the floor was covered to a depth of three inches with water, but friend owner did not care because his stock was up out of the wet and was not harmed in any way.

Simple to Operate

Concerning the operation of the Transveyor, it is simplicity itself. The rolling of the Transveyor under the loaded skid and depression of the handle, takes the entire load off the floor and locks it in position at a height which will clear all floor obstructions and will permit easy rolling.

These machines are equipped with either roller or ball bearings, so that easy rolling is insured. When the load arrives at the desired destination, the foot pedal is pressed and the loaded skid settles easily to the floor, under hydraulic control, without shock or jolt.

In getting out the product, especially in the printing industry, time is a big item. Paper stock can be unloaded with the Transveyor when received; rapidly and neatly stored; readily moved to and from the presses and into the bindery, without any re-handling.

The Transveyor makes it possible to handle the same amount of stock with one-fourth the number of hands and the handling can be easily performed by boys. The reason—there is no lost motion nor re-handling.

Within the high rent districts every foot of floor space must be utilized to the fullest extent. The Transveyor system will increase the storage capacity of any plant and permit free trucking between close-set presses and along narrow aisles.

Reduces Insurance

The insurance companies are very strongly in favor of the Transveyor system and have been known to reduce insurance rates after the installation of elevating trucks with platforms. The reason for this is that stock piled on platforms is off the floor and reduces the danger from bursting water pipes; moreover, the stock is always dry and flat, ready for the press, and can be moved at a moment's notice.

The Transveyor is conducive to cleanliness, which only too often is absent in printing plants. The broom or mop can be used by the most careless janitor without endangering work in process.

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Photo-Engravers to Hold Twenty-fourth Annual Convention

Program of Events Shows Many Prominent Men Who Are to Speak
Entertainment to be Best in History of Organization

THE Twenty-fourth annual convention of the American Photo-Engravers Association will open at the Hotel Cleveland, Cleveland, Ohio, Thursday, June 17, to continue through until Saturday morning, when the last session will be held. Hundreds of delegates will be in attendance from all parts of the United States and Canada, and present indications point to one of the biggest gatherings ever held by the association. Final details of the program were arranged May 15 and 16 when the executive committee met in Cleveland.

Men prominent in the Photo-Engraving business from all parts of the country are slated to speak on matters of vital importance to the industry and include such well known figures as President Adolph Schuetz; George H. Benedict, Chicago; F. W. Gage, Battle Creek; Secretary Louis Flader; J. J. McGrath, Chicago; Henry Petran, Milwaukee, and a number of others equally as able.

The first session will open on Thursday morning, June 17, at 9 o'clock, with addresses of welcome by Harry L. Davis, Mayor of Cleveland; Dwight L. Smith, President of the Cleveland Photo-Engravers' Club; Robert Rawsthorne, Jr., President of the Ohio and Western Pennsylvania Photo-Engravers' Association; Mrs. R. H. Morrow, of the Cleveland Ladies' Committee, and Oscar Kwett, Chairman of the Reception Committee. From that time on 'till the gavel falls around noon on Saturday morning, there will be something doing—but here's the program for yourself:

Thursday, June 17th

Opening Session, 9:00 a. m.
Registration of Visitors Reception Committee Room
10:00 a. m.
Formal Opening of the Twenty-Fourth Annual Convention of the A. P. E. A.
Opening Address—
Dwight L. Smith, President Cleveland Photo-Engravers Club.
Addresses of Welcome—
Hon. Harry L. Davis, Mayor of Cleveland.
Robert Rawsthorne, Jr., President Ohio and Western Pennsylvania Photo-Engravers Association.
Mrs. R. H. Morrow, Cleveland Ladies' Committee.
Oscar Kwett, Chairman Reception Committee.
Introduction of President Adolph Schuetz.
Responses to Addresses of Welcome—
Ex-President H. C. C. Stiles. L. B. Folsom.
Ex-President E. W. Houser. J. C. Buckbee.
Ex-President E. C. Miller. C. A. Stinson.
Chas. E. Sherman.
Reports and Appointment of Committees.

Thursday, June 17

Afternoon Session, 3:00 p. m.
Automobile Tour Cleveland's Boulevards and Parks—
Everybody Invited.
Evening Session, 8:00 p. m.
Cost Finding and Other Activities in Canada—
W. J. Cannon, Secretary Manufacturing Photo-Engravers of Canada.
Cost Committee's Report—
Geo. H. Benedict, Chairman.
Occupancy and Use Insurance—
T. R. Covey, Employers Mutual Insurance and Service Co.
The Future Development of Photo-Engraving—
S. H. Horgan, Associate Editor, Inland Printer.

Friday, June 18th

Morning Session, 9:30 a. m.
Report of Credentials Committee.
Report of Auditing Committee.

Description of New Processes, Equipment, Methods and Devices

Electrical Etching—
Raymond M. Weeks, Weeks Photo-Engraving Co.
The Prevention of Leaks—
M. W. Smith, Duriron Company.
Scientific Negative Making—
Ralph Grinnell, Douthitt Diaphragm Control Corp.
The Automatic Powdering Machine—
W. J. Logan, Cleveland.
Mechanical Re-etching Process—
Herman J. Schmidt, Murray Mechanical Etching Process.
How to Etch Halftones of Quality—
R. R. Page, Century Etching Machine.
The Proper Cooling of Plates—
A. J. Powers, Powers Bros., Inc.

Friday, June 18th

Afternoon Session, 2:00 p. m.
The Position and Policy of the American Photo-Engravers' Association on the Subject of Labor—
F. W. Gage, Battle Creek.
Economies in Management and Production—
V. J. Everton, Detroit.

The Labor Problem

The International Photo-Engravers Union—
Matthew Woll, President I. P. E. U., Chicago.
Increased Production—
Chas. A. Stinson, Philadelphia.
Uniform Shop Practices—
Theo. Warmbold, St. Louis.
The Apprentice Question—
Louis Flader, Chicago.
Stabilizing the Labor Supply—
A. C. Nelson, Utica; W. W. Dibble, Syracuse, and P. T. Blogg, Baltimore.
The Open Shop Method of Training Apprentices—
L. B. Folsom, Boston.
Trade Schools—A. J. Newton, Rochester.
Friday, 7:00 p. m., Banquet,
Hotel Cleveland

Saturday, June 19th

Morning Session, 9:30 a. m.
More and Broader Co-Operation—
Louis E. Holland, Kansas City.
Our Policy Toward the Introduction of Inventions, Labor Saving Devices and Progressive Developments—
R. B. Olsen, New York; J. J. McGrath, Chicago.
Our Relations with Equipment and Supply Dealers—
T. P. Thornton, Dallas; V. W. Hurst, Rochester.
The Results Obtained by the Operation of Bonus and Profit-Sharing Systems—
N. T. Mears, St. Paul; Peter Shotanus, Detroit.
Loyalty to the Organization—
Henry Petran, Milwaukee.

The Rush Work Problem

The Necessity and Desirability of Night Forces—
Henry Mawicke, Chicago; B. L. Smith, Cleveland.
Definition of Rush Work—
A. W. Morley, Jr., New York; A. E. Brock, Philadelphia; Roger Cunningham, Kansas City; H. B. Blatchly, San Francisco.
Proper Remuneration for Overtime Work—
Oscar Kohn, Chicago; Chas. E. Sherman, New York; W. B. Mackenburgh, Buffalo.
Should Employes be Admitted to the Management of Business and to what Extent?—
H. C. C. Stiles, Washington; J. C. Colgan, New York.
The Necessity and Benefit of Local and Sectional Organizations—F. E. Rudenauer, Cleveland.
Election of Officers, Resolutions and Recommendations.
Amendments to Constitution. Unfinished Business.

Entertainment

Thursday, 10:00 a. m.—Convention Opening Exercises.
Thursday, 3:00 p. m.—Automobile Tour Through City and Parks—Ladies and Gentlemen.
Thursday, 8:00 p. m.—Ladies' Theater Party.
Friday, 10:30 a. m.—Ladies' Automobile Ride to Cleveland Yacht Club.
Friday, 12:30 p. m.—Luncheon.
Friday, 2:00 p. m.—Musical Program.
Friday, 7:00 p. m.—Banquet in Hotel Cleveland, Ladies and Gentlemen.
Saturday—Ladies' Shopping Tour and Movies.



FOR THE SERVICE PRINTER



By PAT KAY

A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

Direct advertising now being a recognized power in the advertising field, on a par with all other forms of publicity, the professional advertising man has assumed the profitable task of designing it, purchasing its units of copy, art work, engravings, etc., from various sources and leaving the bare production of it to the printer at a minimum of profit to the latter. Realizing this, enterprising printers are equipping themselves for the work of corralling orders for direct advertising in their entirety and these service printers are, in the parlance of the mart, "getting away with it" to their own gain and to the greater satisfaction of the advertiser.

The problems which confront the already established or intended service printer are many. There have been few successful attempts by current periodicals to supply information and helps. The pioneers have simply entered the fray, falling in battle or learning by sometimes painful experience how to develop and sell what we term "service" or "advertising printing."

It is the purpose of this new department of the Ben Franklin Monthly to publish pertinent articles, answer queries and encourage the interchange of information on the many ramifications of service printing. The following are representative of the subjects that will be presented and upon these and all others concerning direct advertising service, your comments and inquiries are awaited:

- How to Sell Service
- Layouts
- Art Work
 - Mechanical Retouching
 - Wash Drawings
 - Photography
 - Fashion Illustrations
 - Cartoons
 - Life Illustrations
- Designs for Covers, Title Pages
- Copy Writing
- Engravings
- Dummies
- The Type of Salesmen Needed
- How to Train Salesmen
- Using an Idea to Sell a Prospect
- Overcoming the Doubts of Your Prospect
- What and How to Charge
- Overcoming Competitive Bidding by Making the Buyer Want Your Service
- Relieving the Customer of Burden of Work

The shining light that draws the progressive printer to the service printing idea is the inability of the buyer (who from now on will be called 'client') to insist upon definite estimates. In entrusting service work to you there is invariable leeway on certain items such as the cost of the art work,

the engravings and possibly the copy and layout charges. The natural tendency to allow leeway on these items encourages a similar laxity on the prices of stock and the items of labor incidental to the production of the finished job.

Under such conditions you are free to produce a better job. Unhandicapped by hard and fast price limitations you may change the stock, determine the composition, the desirability of double-tone ink, possible change of cover stock, color scheme, exercising your judgment and varying things in general with the end in view of turning out the correct and most effective job.

This lack of a definite price does not encourage the ethical printer to overcharge. Rather it puts him on his honor to make but a fair profit on his work. But it does protect him from the time honored practice of taking a job at a narrow margin of profit and then losing when the job fails to go through on the ideal schedule—and most jobs **do not!**

Furthermore, the service printer holds his accounts. While aiding the client in the preparation of advertising literature you work into his business, learning facts more or less confidential, why certain ideas cannot be used, and acquiring general information over a period of time. The client, human in all respects, is instinctively averse to spending time going over the same things with another printer. If you have given him service in the true sense, not even the bait of a lower price is likely to tempt him away from you who have become so intimate with his needs and so able to serve him.

Bank on this: every man values his own time, if not yours, and will avail himself of an opportunity to conserve it. Once having availed himself of your service he learns to entrust much to you and is not likely to outgrow that quickly formed habit.

Your ability to render service is the basis for a definite appeal for orders. You are relieved from the antiquated appeals of price, speed, careful make-ready and the other time worn, blunted offerings that appeal to a buyer in about the same measure as near-beer to Governor Edwards. With **service** and proof of it, you have something that is still new. While he may scorn it, profess not to want it, maintain that he or his advertising man are paid to do all of that, and shy from it like a colt from the first bridle, he is liable to weaken in the end and try it out. Operating on **service** you can always have a reason, not an excuse, but a **reason** to call with an idea or a new suggestion. You are engaged in creative, constructive selling—not soliciting orders or peddling printing, but actually making new business or improving business already planned.

Those are the three points that warrant your move toward service printing: opportunity to obtain a just

price for your work, a sound basis upon which to promote the sale of your services and a greater certainty of holding your accounts.

How to Prepare for Service Printing

There are probably several new units in the make-up of advertising matter that you must be able to furnish as a service printer. They are:

1. Knowledge of advertising literature.
2. Copy.
3. Layouts.
4. Art Work.
5. Engravings.
6. Mailing Lists.
7. Mailing and Addressing Service.

Briefly, we shall treat on these topics. They will be discussed at greater length in future items. In the interval your queries on any of the items will be accorded prompt attention.

Some person in your organization, whether it be you or an employe, must have a thorough understanding of direct advertising and ability to manipulate the various material units efficiently. If you have no such person, one must be employed. He may be as a matter of economy an active salesman or may be a counselor to, and a co-worker with, your present sales force.

As a service printer you may not, at first, furnish all of the seven points of service listed. But as a service organization with an intelligent understanding of those seven points, you have the confidence of users of printed advertising and can therefore greatly increase your volume of desirable printing.

1. Knowledge of Advertising Literature.

Be prepared to intelligently advise clients as to the function of booklets, folders, mailing cards, envelope inserts, broadsides, four-page letters and catalogs.

2. Copy.

You may avoid actual creation of copy for some time, but you can hardly avoid the need of being able to rewrite, condense or enlarge the copy that a client may furnish. Some men will forever resent the idea of your being able to help their copy, but most of them, while insisting upon furnishing the technical text, are glad to have a person of outside vision work it up into its most appealing form. Much advertising literature, particularly in the firm that has no advertising man, is put off until not needed or dropped because there is no one to write the copy. With old literature as a guide and the playing of questions, amazingly interesting material can be prepared and converted into desirable orders.

3. Layouts.

Good layouts are essential to good printing. An interesting layout of a page for prospective catalog may land the order.

4. Art Work.

Acquaint yourself with several artists who can cover your varied needs of mechanical wash drawings, retouching, illustrations in pen and ink, pencil, wash and color, lettering and design. One artist or two artists will not do. One man will be a specialist in mechanical wash drawings and retouching, another adept at fashion illustrations, another skilled in lettering and design, and so on. Become acquainted with artists. Examine and learn what sort of work each one does. Obtain samples of their art or proofs of engravings made from their work. These may be used in showing a customer the char-

acter of work he may expect as well as a guide for you in selecting the proper artist for any certain order.

5. Engravings.

Make connections with a capable engraving house whose service is dependable. If you can convince them you will develop a worth-while volume of business, I believe you can obtain a modest quantity discount. Your selling price should, on this item, be about 10% above your cost.

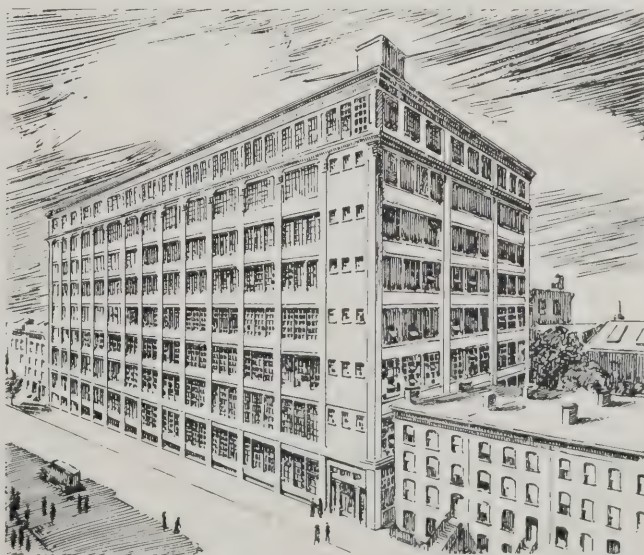
6. Mailing Lists.

There are several reliable sources for mailing lists. Some houses allow you a trade discount that enables you to sell lists at a good profit. Trade directories make good lists. There is a directory of mailing lists that gives the names and publishers of such directories, as the Black Diamond Book of Coal Mines. Upon request we will be glad to tell you where to purchase this general directory. Emphasize to your client that poor mailing lists are by far the **greatest point of waste** and **most frequent causes of wrecking** direct advertising efforts. Where a client is making up his own list of customers and prospects, urge the need of having his advertising addressed to some individual in the firm whose business he solicits, and the necessity of frequently checking over his lists.

7. Mailing and Addressing Service.

While you may do your own mailing, it is best to make connections with some dependable house to do your addressing. Folding, inserting, sealing and stamping are regular bindery operations. Postal information is best obtained from a United States Postal Guide. Buy one at the post office. It will tell you about the various postal classifications and rates, the use of precancelled stamps, mailing under permit numbers and all the other essential facts of postal privileges and restrictions.

This broad survey of so tremendous a subject is intended only to outline the general policy upon which a service business may be founded and built. Printers may rightly differ as to the extent in which the craft may enter into advertising service, but if they hope to retain the rights of creative production in one of the greatest of modern industries, they must prepare themselves to serve not as mere machines guided by advertising intermediaries, but as intelligent manufacturers of printed advertising.



THE LINOTYPE COMPANY'S NEW OFFICES, NEW YORK

Chicago Firm Celebrates 10th Anniversary

Mathews Typesetting Company Makes Remarkable Record in First Decade of Existence. Founder a Pioneer in Trade Composition Business.

During the month of May the Mathews Typesetting Company, 626 Federal street, Chicago, reached its tenth birthday.

To be exact, it was on Friday, the thirteenth of May, 1910, that the first job was handled by the company, and while Friday, the thirteenth, is usually supposed to be an unlucky date for the starting of any enterprise, this was not the case with the Mathews Typesetting Company, for it has prospered until today it is considered one of the most efficient and best producing machine composition plants in the country.

The first location of the company was at 501 Plymouth Court, where D. W. Mathews started a modest plant comprising four Linotype machines. Today the plant consists of eight up-to-date Linotypes, with the largest and most complete assortment of type faces to be found in the city of Chicago. A complete makeup department has also been installed since its Plymouth Court days, and a large and efficient force of hand compositors is kept busy in this department.

To Enlarge Plant

Just now, work is being carried on which will increase the floor space occupied by the company by one-third. This additional space will be used to accommodate a still larger makeup department, with the possible addition of other machines later on.

Mr. Mathews, or "Dave," as he is affectionately known among the younger generation, is one of the ablest and best known plant owners in the country, and is called on many times a day to tell "how he did it." He has long been associated with the machine composition industry and is one of the pioneers in the business, having the honor of starting one of the first trade plants in Chicago. He is the original founder of the Chicago Typesetting Company, 727 South Dearborn street, which is the only Chicago plant in operation today that has had a business life of over eighteen years. Mr. Mathews founded the Chicago Typesetting Company in 1902, selling it eight years later to its present owners. It was just six months after this that he again entered the machine plant business and founded the company which now bears his name.

Mr. Mathews is a prominent figure in both the Chicago and the International trade plant associations, having been selected to guard the money of both organizations. Needless to say, his performance of the duties of treasurer has been efficient, resulting in his being returned to the same office for another year by the Chicago Trade Composition Association, and—this is our prediction—his reelection at the annual convention of the International Trade Composition Association in St. Louis next September. Mr. Mathews has always been an active worker for the organization of his branch of the industry, and is always ready to aid in bettering the business conditions of the Graphic Arts as a whole.

When asked to what he attributed his success and if he had any advice for the younger men in

the business, Mr. Mathews said: "Always look after the interests of your customers. As they prosper so will you. To gain the confidence of the trade is a long step toward securing their patronage. As for my own plant, our first customers are our customers today, with the addition, of course, of many new ones, as the printing industry has grown and as our plant has grown. Another thing: Your success depends a great deal on the loyalty of your employes, and right here I want to pay tribute to our loyal force of employes, many of whom have been in the service of my company since its inception."

Friends See Greater Future

The tenth anniversary of the Mathews Typesetting Company has passed. The future stretches ahead and in it Mr. Mathews sees a greater printing industry than ever before. He is optimistic in regard to its future and with his keen business insight, his opinion should be worth a great deal, at a time when there is much uncertainty.

And just as Mr. Mathews sees a "greater printing industry" just so do his many friends see a "greater Mathews Typesetting Company," with many more anniversaries still to come. It is this wish that his friends express on the occasion of the passing of the tenth milestone in the life of the Mathews Typesetting Company.

"Welch-Haffner" New Name for Denver Company

C. M. Welch Buys Controlling Interest in Colorado Printing Firm

The Brock-Haffner Press Company, photo-engravers and color printing specialists at Denver, is now in control of Charles M. Welch, who, for four years has been vice-president and general manager. Mr. Welch, who was formerly a newspaper man at Syracuse, N. Y., has acquired the shares in the company heretofore owned by B. F. Scribner and John L. Brock, and on May first the corporate name was changed to The Welch-Haffner Printing Company. The officers and directors are Charles M. Welch, president and treasurer; Philip H. Welch, his son, vice-president; and O. E. Haffner, secretary. The younger Welch has been connected with the Omaha Printing Company at Omaha, since his return from overseas service in the army. Secretary Haffner is the son of the late Frank J. Haffner, who founded the business about twenty-five years ago. Charles H. Brown, who has been assistant general manager for four years, is now general manager, and A. C. Steffens continues as superintendent.

Graceful recognition of the company's appreciation of its employes is given in the formal announcement of the change of name, which reads in part: "The officers of the company want our customers to know that much of the success of this enterprise is due to the men and women of our splendid organization, many of whom are soon to become stockholders."

Pockets To Be "Nineteenth Hole"

Chicago Printing Trades Golf Tournament Attracts Attention
of Industry's Stars

Ridgemoor Country Club to be Scene of Action

"Fore!"

The caddie ducks his head.

"Fore!"

The robin looks warily out from behind the protecting branch of a neighboring tree.

"D——n!"

The ball and the driver have failed to connect. Not so at the Ridgemoor Country Club, June 16, when the annual golf tournament of the printing

trades will be held, for, while the sharp cry of "Fore!" will ring out over the links a thousand times or more, and the caddies will instinctively get out of the way of flying golf balls, there will be no profanity. That is, there will be no profanity on account of missed balls. Not that the men who are to play never swear, but they never miss the ball. At least, that is what they are telling whoever will listen just now, but they will have to prove it at the Ridgemoor meet.

Starting at 9 a. m. when the first player will tee off, the tournament will continue until noon, when only time enough to satisfy the inner man will be allowed before play is resumed. Printers, their friends and supplymen and their friends, will all be present, and it is expected that this year's event will be one of the best ever held, and the committee in charge, composed of Walter F. Klein, chairman; Walter I. Rubovits, secretary; and T. Harry Jones and J. O. Kirchener, is making every effort to get a record number of players.

While the 'nineteenth hole' will be absent—in theory, if not in practice—it will not be missed, for, s-s-sh, it is rumored that the players will wear overalls, because of the much larger pockets—if you get what we mean. But, anyway, golf is golf, and nineteenth hole or not, the enthusiasts who are signing up for the tournament, expect to play in true professional style.

To spur them on and to uphold their courage when the ball rests in the most inaccessible places or refuses to follow the dictates of its owner, there will be plenty of prizes—prizes which will be open to all whether they are capable of making the round in 150 or bogey, for plenty of handicap events have been scheduled.

For those who are not addicted to the game, provision is being made in other ways and there will be

something doing every minute of the morning, noon and night. A program of entertainment has been provided for the evening and it is scheduled as a "regular jazz night," without the ladies.

The prizes will include several silver loving cups, the principal one to be presented by the paper merchants of the city, to be known as "The Chicago Paper Trades Trophy," and the second one by Ben Franklin Monthly, to be known as "The Ben Franklin Trophy."

Other prizes are to be awarded as follows:

1. To first, second and third best matches against par, in the morning.
2. Prize to winner of each flight, in the afternoon.
3. Prize, for best thirty-six holes—net.
Prize, for best thirty-six holes—gross.
Prize, for best eighteen holes—gross.
Prize, for best eighteen holes—net.
Prize, for Blind Bogey, 18 holes—net.
Prize, for Choice Score or 36 holes—net.

The schedule of events is as follows:

The committee has planned for match play against par in the morning and match play in flights of four in the afternoon, also blind bogey and choice score for 36 holes.

All must plan to stay for dinner. There will be good eats, music, singing and the distribution of prizes.

Your handicap for medal and match play will appear on the bulletin board.



CUP OFFERED BY BEN FRANKLIN MONTHLY

Match Play Against Par—18 Holes

All players should tee off before 9:00 a. m.

Play in flights of four and use your match play handicap.

Keep scores for each two players in your flight, on one card, for eighteen holes.

Match Play Handicap—9-18 Holes

Start before 1:30 p. m. from first and tenth tees. Players will be arranged in flights of four and matched according to handicaps. See score board for players in your flights and your nine hole match handicap.

The two winners of the first nine hole matches play out for a flight prize.

Developing "Pull-Together"

By JOHN E. ALLEN

A good way in which to develop a spirit of fellowship among the workers of a printing plant is to give a fair amount of consideration to some of the things that they are interested in a little removed from the actual work of producing printed matter.

Some activities hold a good share of interest for a large percentage of the employes of any business. Athletics draws the attention of many men. Nearly every large concern has on its payroll the names of persons composing some team, or club, carrying the name of the firm itself and possessing the sympathy and support of a large number of their fellow workers.

Would it not be a pretty good plan to let the team members and their co-workers on the side lines know that the "front office" has an interest in their sport contests and appreciates the direct publicity given the firm by the use of its name, not to mention the item named at the beginning of this article—the way in which they are developing a spirit of fellowship?

At least one big company sees the advisability of taking a hand of its own in the boosting of the things recreational in which its employes in the main are interested. Not long ago the company's baseball team, say, was scheduled to play a game with a fast nine in the same community. Several days before the contest was due to be staged, little slips of paper containing this sort of printed information were circulated throughout the plant:

To Printing Employes:

The Printing baseball team will clash with the Spartan nine at Hubert's field, Main and Cunningham streets, Saturday afternoon, July 24.

The Printing Company has a team of which it may well be proud, and the team deserves the hearty support of all co-workers. The Printing

boys are determined to eliminate from their record the past defeat by the Spartan nine. A lively scrimmage is promised.

With the knowledge at hand that the "front office" cares something about the pastimes that cause the workers enjoyment, it is only natural that the worker should be drawn closer to the executives and, consequently, closer to his fellow workers. That little display of interest from "out in front" acts as a lode-stone toward which are drawn the individual employes, and so a common ground is established for the meeting of the various groups in one harmonious whole. All the different departments, irrespective of their separate trade unions or inter-department organization, discover a mutual interest, and all because some member of the executive staff had foresight enough and was companionable enough to provide the incentive needed for closer and more helpful co-operation.

Considered from the standpoint of expense, very little money need be spent in sending out such little announcements. The composition can be quickly produced by machine, and the stock salvaged from waste material. The slips can be run off on a platen in a few minutes of odd time.

But the mere expense of the thing should not be given much consideration. Even if the announcements cost a fairly large amount of money to produce and distribute, they will be an excellent investment.

Sometimes it might be well to put out some really high-class work in connection with a social or recreational affair of more than ordinary importance to any considerable number of a firm's employes. If the occasion be a formal or semi-formal one, then extra good printing of an appropriate sort might well be employed.

Linograph Company Occupies New Building

The Linograph Company, Davenport, Iowa, manufacturers of the Linograph, announces the opening of its new building in that city. The building, which is 60x150, with a total floor space of 45,000 square feet, is one of the most modern in the state of Iowa, and combines many features not common to factories.

The new building is situated in the business section of Davenport and is within four blocks of the busiest and largest thoroughfare of the city, with every car line in the city passing within half a block, affording employes ample transportation facilities.

The structure is four stories high, which with a basement, gives ample room for the purposes of the company. It is of steel and concrete construction and with sprinkling system, making it strictly fire-proof. Each of the floors is supplied with artificially cooled drinking water in fountains and the concrete floors have a covering of hard maple flooring, to eliminate the complaint of employes on this score.

The first floor is devoted to the office, the engineering, demonstrating and shipping departments, while the remainder of the building is used for constructing Linographs.

The company has also purchased adjacent ground to take care of future expansion, which it is expected will take place very shortly.

U. P. M. Representatives Meet at Boston

Officers and representatives of the United Printing Machinery Company, recently met at the company's new headquarters, 83 Broad street, Boston, for the annual conference of the company's executives. Among those who attended the meetings were, the president, Burt F. Upham; treasurer, Henry W. Newhall; secretary, John B. Gibbons; factory manager, Joel F. Sheppard; manager Chicago office, Daniel H. Speidel; manager New York office, William C. Glass, and heads of the engineering, manufacturing and erecting departments. William H. Chapman, inventor of the Chapman Electric Neutralizer, was also present.

On Monday night, May 10, those who attended the sessions were guests of the company at a banquet at the Boston City Club, and later at a theater party.

An interesting incident of the conference was the fact that the ages of ten of the men present came to 124 years, showing an average length of service of over 12 years each. Some of the men present built and erected the first machines put out by the company.

The national conference of Business Paper Editors was held at the Congress Hotel, Chicago, June 4.

"Service Plus" Feature of Berkshire Co.

Chicago Paper Firm Shows Remarkable Record of Growth in Six Years of Existence

A Chicago paper house—it is more than that—a Chicago institution that has been responsible in no small measure for the ability of Chicago printers to meet the demand for quality printing, printed on the "right kind of paper," is the Berkshire Paper Company, which only last month moved to larger and more efficiently equipped quarters at 445 Plymouth court, Chicago, after having been located at 626 Federal street since it was first started six years ago.

From the small beginning made in 1914, when the firm had three names on its payroll, to the present day, when over thirty persons are employed, the progress and success of the company has been one of wonder to the business men of the city, who have seen it grow into one of the most important factors of Chicago's graphic arts. Today, when the printer is in need of the higher grades of bond and ledger papers his mind instinctively turns to the Berkshire Paper Company as among the first firms to be called upon.

This increase in the size and influence of the company is largely due to C. T. Smith, who is its treasurer. Mr. Smith has been aided in his task of piloting the company by two men of unusual ability, both of whom have had years of experience in the paper business. These men are F. H. Pim, one of the oldest and best known paper men in Chicago, who has as thorough a comprehension of the paper industry as any man in the business and has proven himself one of the ablest men in the trade, and J. P. Wallis, another man well known in the trade and for fifteen years before going with the Berkshire Paper Company, assistant manager of the Whiting Paper Company, Chicago.

The firm was first incorporated in 1914 under the state laws of Massachusetts, the three directors being H. L. Harrington, treasurer of the Berkshire Hills Paper Company, Adams, Mass., who is president of the Chicago firm, F. R. Harrington, of the same city, who is vice-president, and Mr. Smith, who is treasurer.

Mr. Smith has had entire charge of the destiny of the company from the Chicago end, ever since its incorporation, having come to the city from the Bay state to start and direct the organization. Through his efforts the company has built up a personnel unexcelled in the city, with every one of its salesmen an experienced high grade paper man, who must fill the highest standards of salesmanship before he is qualified to sell for the firm.

Today the Berkshire company has seven sales-

men calling on buyers of paper in Chicago and four calling on the trade in the territory surrounding the city. Through these men, each of whom meets the standards set by the company, the firm is able to thoroughly appreciate the needs of the customer and to render him service on every occasion, which, with the excellent mill connections of the company, makes possible the meeting of every demand for high grade paper. In this respect the company is one of the fortunate few who can fill present day orders.

In line with the rapid expansion of the company has come the addition of many brands of the best papers until today it handles the lines of the ma-

majority of the standard bond and ledger manufacturers of the country. It is these additional lines, together with the increased demand for them and for the service the company is able to give, that necessitated the leasing of larger quarters on Plymouth court.

In addition to having 9,000 square feet of floor space at this location, where is kept the "open stock" of the company, there is also maintained a warehouse at the old address on Federal street. In its new home the Berkshire Company also has some of the most up-to-date



A VIEW OF THE BERKSHIRE COMPANY'S OFFICES

offices in the city, where plenty of light and fresh air makes for the comfort of the office force. A picture of these offices, showing their arrangement and the office help, some of the salesmen and Mr. Smith, Mr. Wallis and Mr. Pim, is reproduced on this page.

The problems of merchandising paper are taken up at monthly meetings of the "Berco Boosters Club," an organization of the company's male employees.

This club is another of Mr. Smith's innovations, he having started it several years ago to foster the spirit of loyalty of the men employed by the firm, and today it ranks as one of the best among such organizations. The yearly banquets of the company are another feature looked forward to with much eagerness by all of the persons employed. These affairs are held at the Auditorium hotel under the auspices of the Berco Boosters Club and are attended not only by the employees but by the officials of the company in Adams, the last event having been graced by the presence of Mr. and Mrs. H. L. Harrington, who made the trip especially for the occasion.

Through this spirit of loyalty among its employees, through its efficient management by its officials and the high quality of its merchandise, the company has obtained a position high in the business world.

Salesmen from the Buyer's Viewpoint

Some Practical Hints on Practical Salesmanship

By E. L. WILSON

In the old days good salesmanship meant, though the phrase was not then coined, "putting something over." If the dealer could be induced to buy a gross, instead of a dozen, while he had a probable market for six, that was evidence of ability and the salesman bragged of it in the next town and his house complimented him on the deal.

A shrewd buyer never paid the first price asked. When a salesman showed up, he always cleared the decks and prepared to spend the better part of the day buying and haggling, like a horse-trader, until he got a "confidential" price that he thought was bed-rock, until he found the man in the next town could undersell him on the same line.

But all this is ancient history. A complete change in the ethics of salesmanship has been brought about by altered business methods and the stabilizing of the selling price. Quality and service are now the two greatest factors governing a sale, after which comes price, as an incidental.

We all know what quality is, and if a salesman is peddling a line that doesn't warrant dwelling on that feature he should change jobs at once. Buyers are looking for quality these days and insisting on getting it, and you can't sell them without a guarantee that you have it. They may shop a little occasionally, but they don't lose sight of that cardinal virtue, quality.

Service does not mean just delivering on time. There is house service and salesman service, and when you give them both you can nearly always add a satisfied customer to your list. At this time it is not necessary to consider house service, but if I was a salesman I wouldn't work for a house that did not give it.

Old Customers Deserve Attention

Salesmanship service means giving as much, or more, time to taking care of the old customer as is spent in drumming up new trade. It's the seemingly little attentions that count, the giving of the personal touch to your business, that makes the buyer feel secure in your hands. Good salesmen can, for a time, bolster up a poor house, just as poor salesmen can eventually bankrupt a good house, all by the quality of service they give.

Don't sell printing and machinery and supplies and assume that everything is O. K. if you don't hear a kick. Buyers don't kick—that is not always—sometimes they just call it a case of misplaced confidence and change houses. Drop in and inquire how the goods are working out—if they are satisfactory; if you can't find time to call, use the telephone or dictate a letter. Even if everything is not right, the buyer will admire you for walking into the lion's den and probably won't bite you; also you may succeed in changing a roar, that could be heard from here to the coast, into a pig's whisper.

The purchase of any commodity is made because we have been convinced of the need of it; because we have confidence in the house manufacturing the goods; because, after investigating competitive lines, we find it the one best suited to our requirements and because we can bank on the honesty and integ-

rity of the salesman presenting the case—can rely absolutely on his statements regarding points upon which it is necessary to make inquiries. This is not "soft soap," it's facts. I want to impress on you the great part confidence in the salesman plays in all business transactions today. There is no place in the world of big things for the tricky salesman. We have no time to deal with the man we feel might be trying to "put something over," and the life of the salesman who works on the theory that "there is one born every minute," is of few days and full of trouble.

Salesmen of Every Class

My first impression of a salesman, before I had the pleasure of coming in close contact with him, was, that he was a well-fed, flashily dressed, contented individual, whose chief occupation seemed to be sitting around the best hotel, smoking good cigars and telling stories. In later years I revised that impression several times. I found that they could be grouped, divided, sub-divided and again split, until the varieties become endless. Someone has said that "Nature never made two things alike." He probably was not thinking of salesmen at the time, but he could have said the same thing, had he had them in mind.

The salesman we like best, the peer of them all, is the one that knows his line from the ground up; knows its limitations and is willing to admit it has its scope; knows where it will prove of value, but refrains from exaggerating its worth; who, some way or other, times his call so it will be most opportune, and at once creates the impression that his errand is going to prove of mutual benefit. In addition to knowing his own, he knows his competitors' lines, but never refers to them unless asked to make comparisons, and never dwells on these longer than is necessary to give the information. His talk is concise and every sentence is full of meat. Without knowing it, he is 100% efficient. You feel that he didn't just happen in, or that he is making a house to house canvass, but that he is there after he has acquainted himself with your problems and believes that what he has to offer will be a help in solving them.

One Hundred Per Cent Knowledge Necessary

A small percentage of the salesmen belong to this class, and that percentage will rarely fail in getting serious consideration for their proposition, whether the buyer eventually agrees with them or not. They form a reliable source of information on improved methods as well as improved equipment, and the buyer who cultivates them will add much to his store of knowledge that will be of profit to him.

The value of an advertisement is based on three points: first, catch the eye of the reader; second, arouse his curiosity; third, create enough interest so it will be read to the end. That is good advertising, but I am not prepared to say that it is good salesmanship, though it is a theory upon which some salesmen work, with more or less success, when selling an article that is not a staple. Skillfully done,

the opening sentence can be so framed that it will arouse sufficient interest to get the attention of the prospect, and after that it depends on what you have to sell and how many bulls eyes you make with the rest of your ammunition.

Several years ago a young man gave me the best illustration of this method I had ever listened to, and in the end sold me, because the method was novel and the talk was worth the money. He had a small box, which he opened as he approached, and placing a small clock on the desk, said: "My house sent me over to deliver, personally, a small gift which they hope you will appreciate and find worthy a place on your desk." Before I recovered, he had launched into his talk, and I learned it was an article given as a premium for a year's subscription to a magazine—and I subscribed. Later, I saw scores of desks decorated with this ornament.

Now, whether this method was the result of a well-thought-out plan, or just happened, I am not able to say; but here was a salesman who embodied in his talk all the essentials that make for good advertising. The act of opening the box aroused curiosity; the first sentence awakened interest; and when he placed the bright metal clock on the desk, he gained the attention long enough to complete his talk, the whole thing forming a combination hard to resist. Wise men would probably call this psychology—I call it machine gun salesmanship.

Doesn't Always Work

In contrast to this, a young man came in the other day with what he thought was a startling wedge for effecting an opening. He had both hands in his coat pockets as he walked up, leaned over the desk and said: "How did you arrive at your income tax?" If he had been older and carried more avoirdupois, I would have thought the Federal government was going to make an example of me, or give back some of my hard-earned cash. But, as a purchaser of one of those desk clocks, I stood pat, and eventually learned that what he really wanted was to make an appraisal of the plant. He had, no doubt, spent considerable effort in the endeavor to get a leader that would arouse interest, and had succeeded in choosing the most unimportant feature of the article he wished to sell.

In a class with the salesman who risks all on the opening sentence, is the one who commits his entire selling talk to memory. This is an old scheme of the book canvassing houses, later adopted by some other firm as a short-cut method of training their salesmen to get quick returns. A coal salesman called the other day with one of those prepared talks, and I forgot all about what he was selling, in the endeavor to follow his flowery discourse. It was so out of keeping with his general appearance and the line he was selling that I concluded some firm had hired him on a commission basis; he had committed his talk to memory and started to make calls, counting on the law of averages to make a showing. This kind of a talk lacks about everything that will appeal to a buyer except one thing—when this salesman reaches the end he is through and can't say any more, unless he has a rattling good memory, and there are two chapters to his talk.

To be Concluded in the July Issue

Men in the Trade

From machinist to western manager of the Mergenthaler Linotype Company, is quite a jump, but that is what Walter C. Bleloch did in the eighteen years of his connection with the Linotype company. Starting as traveling machinist for the company when it first opened its western office in Chicago in 1902, Mr. Bleloch has passed in rapid succession through the steps of manager of the supply department, a position in the sales department, sales manager, assistant manager and finally manager, which position he attained on the death of George E. Lincoln, who died in February, 1918.

During the time of his connection with the Mergenthaler Linotype Company, Mr. Bleloch has seen the western office grow from one employing only nine persons to one with 141 names on its payroll, twenty of whom are on the road selling Mergenthaler equipment throughout the fifteen states of the middle west comprising Mr. Bleloch's territory. Last year the record was made, when 842 Linotypes were placed in this territory, bounded on the east by the eastern boundary of Ohio, on the west by the western boundary of Colorado and Wyoming, and north and south by the Canadian boundary and the southern boundaries of Kentucky, Missouri, Kansas and Colorado. This is the record so far, and leads the other territories by a considerable percentage.

The guiding genius of all this, Western Manager Bleloch, or plain Mr. Bleloch, as he prefers to be called, has been in the printing industry all his life, having left school before the age of sixteen to enter a printers' supply warehouse in his native city of Philadelphia. Later he came to Chicago and became a machinist-operator until the time of his joining the Mergenthaler Company. Coming from a family of printers, Mr. Bleloch, senior, having been an old-time printer, and three of his brothers being engaged in the business at the present time, he early loved the smell of printers' ink, the whirl of the presses and, more particularly, the hum of the Linotype machine.

For that reason he has always played a prominent part in the welfare of the printing industry and has been an active worker in the machine composition organizations of his territory.



WALTER C. BLELOCH

Walden Interests Plan Expansion

Chicago Railway Printing Company and Walden Typesetting Company
Take Additional Space.

Chicago trade composition plants have long been leaders in their particular field and one of the foremost of these leaders is the Walden Typesetting Company, located in the Franklin building, 720 South Dearborn street.

Until recently the Walden Typesetting Company specialized in Monotype composition, but the growing demands of the trade, coupled with the desire to be able to meet any requirement and to keep the business "under one roof," has prompted the company to add a battery of Linotype machines, which, with its present equipment of ten Monotype casters and keyboards, gives the company an enormous capacity for machine composition.

Employing fifty men, the firm rightfully lays claim to having one of the most complete Monotype plants in the city and its make-up department ranks with any in the country. Efficiency is a by-word in the plant and no time is lost in needless steps and wasted motions, one of the features being an overhead carrier system running to all parts of the plant.

Started Twelve Years Ago

The firm was started twelve years ago on Plymouth court by James H. Walden, the present owner, who is also treasurer of the Franklin-Typothetae of Chicago. The equipment at first included only two Monotypes, but as the demand for trade composition grew the plant grew too, until it was decided to move to larger quarters at 124 West Polk street, where additional equipment was added.

In 1914 the plant was moved to its present location where it proceeded to expand until it has now reached a size where it takes first rank in a city where there are many large plants. Its location, almost in the center of Chicago's largest area of printing plants, gives it every advantage for quick delivery of work done, and situated, as it is, in one of the most modern printing buildings in the city, it is able to meet every demand made upon it.

Success of the company is due largely to Mr. Walden, who is himself an experienced printer, and M. C. Bolt, manager of the company, who joined

forces with Mr. Walden when the company moved to the Franklin building six years ago.

Owner and Manager Practical Printers

"Jim" Walden, as he is always called, first learned the art of sticking type in Pleasant Hill, Missouri, going from that place to Kansas City and from Kansas City to Chicago, where he has become a permanent fixture in the life and industry of the city. Mr. Bolt also learned the printing business in Missouri, serving his apprenticeship in St. Louis, where he finally became superintendent of the Lewis Publishing Company's plant. After remaining with that firm for a number of years, he was persuaded to join the Lanston Monotype Machine Company as salesman and it was through this connection that he came to know the Walden Typesetting Company and finally to become its manager.

The company does a great deal of work for the Chicago Railway Printing Company, located in the same building and of which corporation Mr. Walden is president. The two firms together occupy the third and fourth floors and a portion of the twelfth floor of the Franklin building, and after June 15 will take over the entire fifth floor, now occupied by Linden Brothers.

Chicago Railway Printing Company Also Expands

Growth in the railroad printing business has made necessary this expansion, which will be used to house additional equipment, including two new 74-inch Miehle presses with Cross feeders and extension delivery, a Christensen stitcher, a 74-inch Dexter folder and a 56-inch Seybold paper cutter, and also a book trimmer.

With the addition of the extra presses the company will have a total of seven Miehles and three Gordons, all of which are kept in operation day and night and employing fifty persons. The Chicago Railway Printing Company was started six years ago.

The Walden Typesetting Company and the Chicago Railway Printing Company did a joint business of over \$500,000 last year, with prospects of a still greater output during the present year.

Southeastern Typothetae Elects Officers

Nashville, Tenn., was the meeting place of the Southeastern Typothetae Federation May 13 and 14, when over two hundred printers from the lower left-hand corner of the United States gathered to discuss the problems of the printing industry.

Speakers prominent in the organization and business life of the industry, including F. A. Silcox, director of the Bureau of Industrial Research, U. T. A.; E. J. McCarthy, president of the International Trade Composition Association, and Joseph A. Borden, secretary of the U. T. A.

Election of officers resulted as follows: President, Roy F. Williams, Nashville; first vice-president, John G. Hauser, New Orleans; vice-president, J. J. McMahon, Mobile; Harry L. Brown, St. Augustine; S. A. Kayser, Atlanta; J. V. Dement, Meridian; W. E. Goodwin, Charlotte; Horack Pugh, Little Rock, and secretary, E. P. Mickel, Nashville.

Sam N. Cann Re-elected President

The annual election of the Chicago Typographical Union, No. 16, held in Chicago last month, resulted in all of the old officers being re-elected. These are Sam N. Cann, president; Mark M. J. Mitchell, vice-president; Bryant L. Beecher, secretary-treasurer; William J. Griffin, organizer; James E. Miles, sergeant-at-arms; C. W. Chandler, reading clerk.

On the executive committee, Fred J. Anderson and Edwin F. Tefft were re-elected and Emil G. Schick, W. W. DeWolf and James Morrison elected to take the places of John Hartwick, David Mitchell and John P. Mueller, who did not run for re-election. Others on this committee are Mr. Cann, Mr. Mark Mitchell, Mr. Griffin and Mr. Beecher.

The four delegates selected to attend the annual convention in Albany in August are Ray Griffon, Charles J. Babb, David Mitchell and Harry Leneau.

Original Caxton Production

Found in Franklin-Typothetae Offices, is Valuable and Interesting Adjunct to the Association's Library

To a lover of the art of printing, the finding of a volume whose pages are five centuries old, in the vaults of the Franklin-Typothetae of Chicago is an event of moment, the more so since a part of the work was done by William Caxton, "The Father of the English Press," and all of it printed at a time when printing first came into existence in the fifteenth century.

The book itself has been rebound at a more recent date and saved for posterity by the hands of some now unknown bibliophile, but the pages are the same as when first they came from the press of Caxton in Westminster, in 1483, and the press of Letton and de Maehlinia, the first printers in the city of London, in 1481.

The type, crude as it is, is still readable, and the paper, hand made, has kept its strength to the present day, though aged and yellow with the centuries since it was made.

The book is composed of three sections—that is, bound between the same cover are three separate and distinct treatises on subjects foreign to each other and printed at different dates. The first is "Vieux Abridgement des Statutes," printed by Joh. Letton and Wilh. de Maehlinia in London in 1481. The second is one leaf from "The Golden Legend,"

printed by William Caxton at Westminster in 1483, and the third, "Scotland, Wales, Etc.," translated from the Latin of a monk of Chester by John de Trevisa, one of the earliest of English poets, in 1357, and first printed by William Caxton in 1482 and afterwards by his successor, Wynken de Worde, in 1495.

All of this information is obtained from the fly leaf of the book, which was evidently written in at the time the treatises were first bound together. To

the student of Anglo-Saxon and old English, the pages are perfectly readable, but to the average person the matter is as strange as though printed in the language of the Orient. The history of the finding of the book is itself very interesting, since it was the property of the "Typothetae M. B. Asso-

ciation," which was incorporated in Chicago, May, 1888. The name of the donor is unknown, but the book evidently formed part of the library of the association. For years it had lain covered by the dust and debris of one of the vaults of the local organization and was only discovered when a general house cleaning of the offices was instituted last month. The house cleaning process also brought to light many other curious relics, including pamphlets, price lists, wage scales and agreements.

Goodheart and McCarthy, Delegates

William R. Goodheart, president of the Chicago Club of Printing House Craftsmen, and E. J. McCarthy were selected to represent the Chicago organization at the annual convention of Printing House Craftsmen to be held at Washington, D. C., August 21-23. This selection was made at the May meeting of the association held at the City Club on the night of May 18. About eighty members were present and the meeting was one of the best of the year.

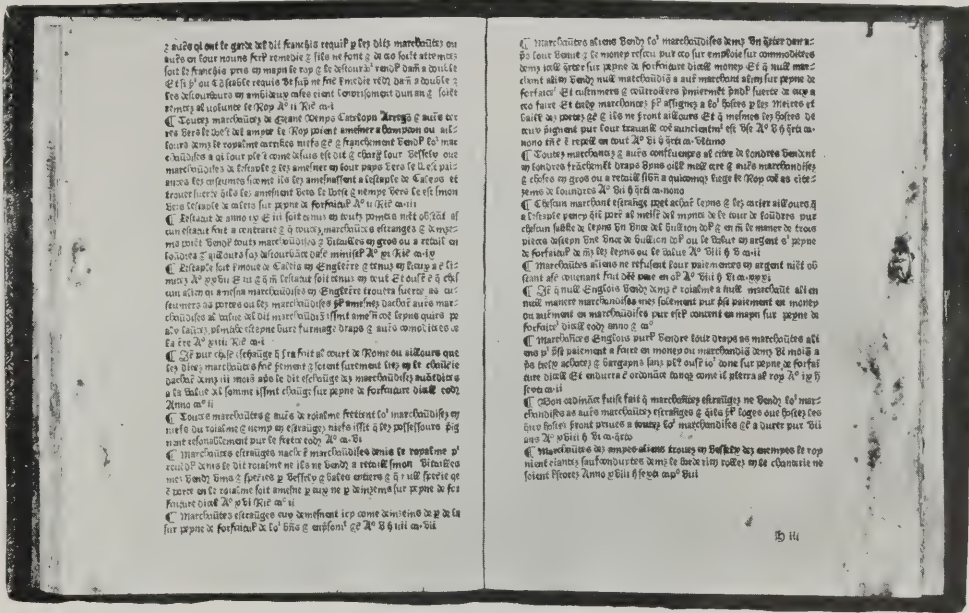
The speaker of the evening was L. W. Claybourn, of the Menasha Printing and Carton Company, Menasha, Wisconsin, who spoke on "Perfecting and Correcting Printing Plates," illustrating his talk with motion pictures, taken in his own plant. The process, as developed and explained by Mr. Claybourn, does away with all make-ready, in that the plates are ready for running as soon as completed.

Sinclair and Valentine Co. Sends Out Book

"Printing Inks, Their History, Composition and Manufacture," is the title of a book just gotten out by the Sinclair and Valentine Ink Company. The subject matter was written by Francis L. Burt, and ran in The Inland Printer in serial form. The book is being given wide circulation by the Sinclair and Valentine Company, which deserves much credit for distributing information on a subject all-important to printers.

The story of ink has been exceptionally well handled by Mr. Burt, and makes very interesting reading. The Sinclair and Valentine Company will be glad to send a copy to anyone requesting it.

The Texas State Typothetae Federation will meet at Galveston, Texas, June 14 and 15. Joseph A. Borden, secretary of the U. T. A., will be one of the principal speakers.



Industry Mourns Loss

Death Takes Lanston Executive, Joseph Hays of the Monotype Company, Man of Many Friends

The Grim Reaper has gathered one of America's foremost printers to his last resting place, in the person of Joseph Hays, manager of the typographic and advertising departments of the Lanston Monotype Machine Company, of Philadelphia. "Joe," as he dearly loved to be called by his intimates, had been under the weather for some time, but no alarm was felt until about ten days before his death. A severe cold brought on an attack of pleurisy, from which developed pneumonia, and at 5:45, on the morning of Tuesday, May 18th, he passed peacefully to his rest.

The news was a distinct shock to the industry, because, although it was known he was not robust, his forceful, happy disposition always hid his physical infirmity. It is doubtful if a more sincere and earnest personality could possibly have been enjoyed by anyone. "Joe" was born in Lancaster county, Pennsylvania, in 1866, and in his early boyhood became fascinated with the atmosphere of printing. He served his apprenticeship in the plant of George H. Buchanan, then, as now, noted for the style and quality of its product. Young Hays was always a little above the average. Good enough was never satisfactory to him. The why and wherefore were always present in his thoughts. He possessed an analytical mind, a trait which, happily, remained with him in his later life. After finishing his apprenticeship, he worked as a journeyman in several shops, and later became foreman of the Curtis Publishing Company, a position of considerable importance in the industry.

With remarkable typographical ability, "Joe" forged ahead, and in the later nineties was John H. Eggers, of the Winthrop Press, New York City, where his associates included Howard Horton, Frank J. Roth, Harry Brown, Frank Hull, Tom Geisweit and others whose endeavors in the craft have since added lustre to the profession.

In 1903 he went to Boston as secretary of the Printers Board of Trade in that city, where he achieved success in the same measure that had been his in his other positions of trust. In 1904, he was called to Philadelphia as secretary-manager of the Typothetae of that city. He seized the opportunities that presented themselves. At this period, the craft was demanding light on the questions of what it cost to do business. Secretary Hays' analytical mind worked overtime; his broadness of vision stood him in good stead, and he was instrumental in founding and moulding a system that gave results and awakened the lethargy of the craft. His counsel was timely and much sought after.

In October, 1907, "Joe" was called to wider fields, for he accepted the position of sales manager of the Lanston Monotype Machine Company, of Philadelphia. He threw his whole-souled efforts into his new duties, sparing neither time nor energy to place before the trade an invention that he knew was destined to prove a great boon to the printer.

He was a resident of Chicago for several years, as western manager of his company. When he was recalled to the East to take up more responsible duties at Philadelphia, his wide circle of friends had increased. As head of the typographic department of the company he represented, he achieved great merit for his machine, and some of his work in the matter of new faces and other details which came under the scope of his department, will live long after his memory is forgotten.

For over two decades, the prematurely white-haired, dapper "Joe" had been a well-known attendant at the conventions of the United Typothetae of America. He will be missed by thousands of printers throughout the country, who appreciated his worth and banked upon his judgment, his probity and his willingness to lay personal claims aside and give the best there was in him for the trade he was so proud to be associated with. "A printer by trade and a typographer by profession," was the manner in which he liked to refer to



JOSEPH HAYS

his position in printerdom. His loss is one that will be felt keenly by every Monotype user in the country. One well-known printer, when shown a message announcing "Joe's" death, remarked: "Mr. Hays was a national character in our trade. He had more friends and admirers than anyone I know of. His opinion was sought by many people because he was absolutely fair; his mind could not be perverted nor would he swerve in his duty, as he saw it. Mechanically, he was a genius with a wealth of knowledge of mathematical proportions and problems. He was a voracious reader and a deep thinker, who used his knowledge for the betterment of others."

No better tribute could be paid to the memory of Joseph Hays. He was a kind husband and a considerate father. He leaves to mourn his loss, a widow, Mrs. Lillian T. Hays; two daughters, Mrs. Edward Peterson, of Boston, and Miss May Hays; and a son, Ralph, who is following in the footsteps of his father, as a printer. He was active as a member of the Masonic fraternity, a member of Philadelphia Lodge No. 72, A. F. & A. M., Mary Commandery Knights Templar, Mystic Shrine, a Thirty-second degree Mason of the Scottish Rite. He also belonged to the Manufacturers Club, of Philadelphia, the Poor Richard Club and the Rotary Club.

Duplicate of Express Receipts Required

On and after July 1, the American Railway Express Company will keep a duplicate copy of every receipt it issues when receiving business from shippers. The duplicates will be retained by the express company for the purposes of record and reference, and will be held at the shipping office.

Shippers who have been accustomed to prepare their own receipts or who have their own forms have been requested to make provision for supplying duplicates of such receipts to the express driver or receiving clerk who signs them.

As a matter of convenience to shippers, the regular receipt forms of the express carrier will be revised to permit their use in duplicate form.

In cases where prepaid receipts are now being issued in duplicate, the extra copy being used as a record of charges paid, a third copy will be required under the new system, and in such instances prepaid receipts will be issued in triplicate.

One of the objects of the new system is to bring about better protection for and methods of recording the movement of express packages in transit.

U. T. A. School Has Graduation

Annual graduation exercises of the U. T. A. School of Printing, Indianapolis, will be held Friday, June 11. An extensive program has been prepared by the committee in charge, composed of Henry P. Porter, Chairman, Boston; E. Lawrence Fell, Philadelphia; A. M. Glossbrenner, Indianapolis; J. Clyde Oswald, New York; Toby Rubovits, Chicago; Frederick W. Hamilton, Educational Director; T. G. McGrew, Supt. U. T. A. School of Printing. A large party of Chicagoans will attend the exercises.

Frederick H. Fitch, formerly with Frank and Adelson, Inc., as advertising manager, has joined the staff of Ben Franklin Monthly to handle the advertising end. Mr. Fitch's experience in the advertising field makes him a valuable man, and he will aid materially in increasing the value of Ben Franklin Monthly, not only to the users of its advertising pages, but to its readers as well.

South Side Printing and Publishing District

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MODERN PRINTERS' BUILDING—wonderful light, complete in every detail. 40,000 square feet, with switch track. Will sell or lease. Present owner is moving to larger quarters.

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10,000 SQUARE FEET—3rd floor, on 23rd Street, near Wabash Avenue.

WILL IMPROVE AND LEASE

CALUMET AVENUE—near 18th St., 111x178

CALUMET AVENUE—8,500 square feet, with frontage on I. C. tracks.

CALUMET AVENUE—49x177.5

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SWITCH TRACK PROPERTY—Served by New York Central and Illinois Central lines, facing on new South Park Boulevard, 100,000 square feet.

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CHICAGO, ILLINOIS

Invents New Mailing Device

Chicago Man Patents Machine to Place Addresses on Papers and Magazines as they come through Press

Paul F. Cox, 5439 Winthrop avenue, Chicago, has been granted a patent on a machine to be attached to any of the standard makes of Web or "flat-bed" perfecting presses, for the purpose of placing the address of the person who is to receive the magazine or newspaper at the same time that the printing is done, thus saving additional time and expense in the mailing room.

The device is ingenious and can be readily attached to any of the standard types of presses. The patents, just granted, state that "a primary object

well-known flat-bed presses, applying the addresses to the outside top corner of the newspapers direct from the "line slugs" which are used with this system.

A series of slug galleys are employed, the slugs being automatically handled by the machine in a most novel manner; being ejected from the feed galley in the addresser, where it is inked and the address printed from the slug upon the margin of the paper at the top, right-hand corner of the first page, the slugs then being ejected into a receiving galley after the printing operation.

"Clubs" and "town-markers" have been taken care of mechanically in the several systems and devices Mr. Cox has produced, and with all of them the properly addressed papers are ready for bundling and wrapping as soon as they are taken from the packer-box of the folder.

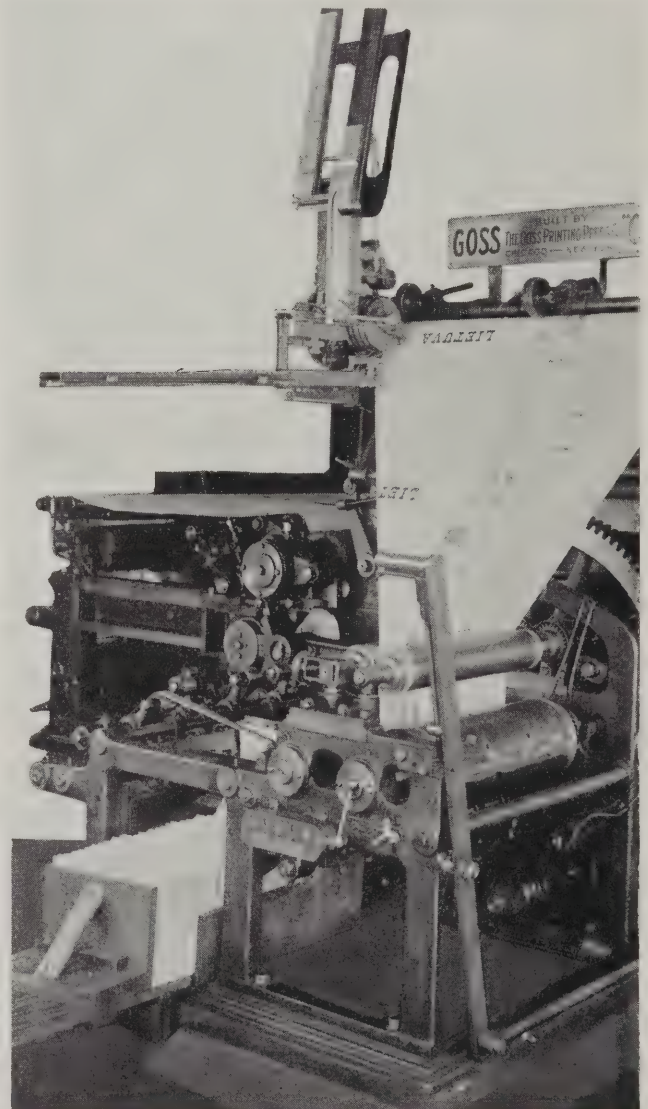
The market for such a machine is vast and Mr. Cox has received a great number of inquiries in connection with his latest invention, which shows the interest in its development, and its importance to the newspaper and magazine publishers.



PAUL F. COX

of the invention is to provide a novel addressing apparatus which can be attached to a Web printing press and operated by and from the mechanism of the printing press in unison therewith, and which is preferably located at or adjacent to the former of the press, and will apply addresses to successive newspaper impressions descending the former and which mechanism will not be in the way, or interfere with the threading of the press or the control of the press by the pressman, permitting him to run the press regardless of the presence of the addressing attachment the same as if the addressing attachment were not present; and at the same time the addressing mechanism will be under the control of the addressing operator, regardless of the operation of the press itself (other than that if the press should stop, the addressing mechanism would stop), and the addressing mechanism can be put into and out of effective operation at the will of the addressing operator without stopping or slowing down, or otherwise affecting the operation of the printing press proper."

While Mr. Cox has developed and patented "Strip" attaching and other devices of a similar nature, the accompanying illustration will show the main patented device and system, which he calls "The Press Address Mailer," attached to one of the

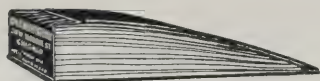


THE PRESS ADDRESS MAILER

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POTOMAC COVERS, 14 SHADES
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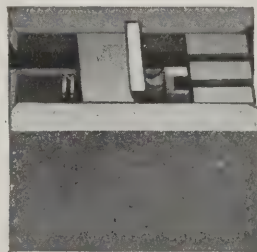
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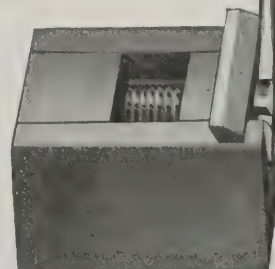
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plates from digging into
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New York Office,
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Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Paper and Supply Houses, Engravers,
Electrotypers, Binders and Paper Rulers
located in the Industrial West

Managing Editor P. A. Howard
Editor C. J. Nuttall

BEN FRANKLIN PUBLISHING CO.

P. A. Howard President and Treasurer
E. P. Howard Vice-President

508 South Dearborn Street, Chicago
Telephone Harrison 6113

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$1.50. Single copies 15 cents

Give Capital Its Due

We hear a great deal these days about public ownership of all property and the issue has even been a plank in the platform of one of our political parties for a number of years. The theory is therefore not new, but in these days of industrial unrest and change that come as the aftermath of war, the propaganda seems to have gained increased strength.

One point that needs the light thrown upon it—a fact that is not generally known—is that if all the wealth of the world were to be divided among the inhabitants, equally, including houses, clothing, tools, machinery, etc., each would have but \$512. Anyone having more than that would have to surrender the part of his goods which he now owns above \$512 in value.

Conditions in the world are such today that more capital and still more capital must be invested in order to supply the urgent demand for the necessities of life. This capital can come from only one source and that is the surplus of production over consumption. As soon as consumption equals or surpasses production, it means a lessening of available capital, bringing about a decrease in employment and hampering industry.

Capital must be allowed a fair return for its investment or hoarding will result and the same condition be brought about as results from over-consumption and under-production. Wealth which does not bring a fair return is hoarded, for it is only when there is a chance of gain that capital is invested. When an industry fails to produce for the owner the incentive is lost and the industry suffers, resulting in unemployment and under-production.

On the other hand must be realized the part the employes play in any industry, for it is only when reasonable compensation is given the worker that he produces enough to yield a return on the capital invested. To be fair, compensation should be based on production and the worker who increases production from the capital (tools and machinery) he uses is entitled to share in the profit from that increase.

Employers who do not recognize the equity of workers in their product hamper their own business and lessen the chances for profit. Employers and workers must each recognize the rights of the other and their own duties if industry is to achieve success and production reach its maximum. Maximum production is essential in order to secure lower prices and better living conditions.

Put the Pressure on Congress

The matter of remedying the postal situation has been called to the attention of the general public so many times that it has come to be looked upon with indifference. To the printers of the Industrial West it is not a matter of unconcern. It is a matter which vitally affects every owner of a printing plant, whether it be a Gordon shop or a plant doing a fifteen-million-dollar-a-year business.

With very few exceptions, every piece of printed matter produced goes through the mails. When this is not delivered on time or is lost it means lost returns for the user, and less printing in the future.

To illustrate: A manufacturer has a product he wishes to introduce on the market, or else wishes to build up his sales on a product already there. He spends hundreds, sometimes thousands, of dollars preparing an advertising campaign. A printer gets the job and practically turns over the entire plant to the task of getting out the work on time. It is put in the mail on time. It is delivered the next day, perhaps, or it is delivered three weeks late. The psychological moment has passed and the campaign, otherwise perfect, has failed because delivery of the literature was not made when expected. When the manufacturer fails to get returns he loses faith in the efficacy of advertising or else blames the printer for the delay.

Poor postal service strikes directly at the printing industry in this way and equally as much through the delay in the personal business mail of each printing establishment.

Complaints cover not only great delay in second-class delivery, but gross neglect and failure to deliver third-class matter. It was reported that a short time ago the New York post office had on hand 80,000 bags of undelivered mail which had to be placed in a warehouse until it could be forwarded. Warehouses were said to be maintained in numerous western terminals, such as Omaha, Kansas City, St. Louis, Chicago, etc., for the storage of third-class mail. Delivery of local third-class mail was reported 22 days late. In one case, where 1,600,000 pieces of third-class were mailed for delivery throughout the country, beginning February 17th, only 25 per cent were reported delivered over two months later.

The cause of all this has been pointed out time and again, and the remedy also. The reason is largely the lack of trained men to pickup, sort and distribute the mail. Trained men cannot, and should not, be compelled to live on the mere pittance the government allows its postal workers.

An increase in salary to these men would not mean increased cost of mailing. Postmaster Burleson, in a recent report to Congress, showed that millions of dollars had been made by the post office department during the last year. This money was made at a sacrifice of service which caused losses running into many millions of dollars more than Mr. Burleson was able to report to the law makers at Washington.

Why should a public utility, publicly owned and supposed to be operated for the benefit of the people, by the people, show, a profit? The more so when that profit is derived at the expense of American business and American welfare.

Each and every business man—and printers are now in that category—should immediately get in touch with his representative to see that immediate steps are taken to remedy a service which is now bordering on chaos.

Your Liberty Bond

The United States Government borrowed money from you to finance the war. You hold the Government's promise to pay you back. This promise is called a Liberty Bond or Victory Note. On this Bond is stated the conditions under which the Government borrowed the money from you.

For instance: If you hold a Bond of the Third Liberty Loan, it states that on April 15th and October 15th of each year until maturity, you will receive interest on the amount you paid for the Bond. Other issues bear other rates of interest and other maturity dates, all of which are clearly stated on the Bond.

Now, if you keep your Bond until the date when the Government pays you in full for it, you do not need to worry if, in the meantime, the price is low one day or high the next. You and Uncle Sam are living up to your agreement with each other, and neither will lose by it.

On the other hand, if you sell your Liberty Bond now, you will find that the man you sell it to will not give you a dollar for every dollar you paid for it. The price has been brought down because so many people are offering to sell their Bonds. If the market is flooded with tomatoes, you can buy them cheap, but if everyone is clamoring for tomatoes and there are few to be had, the price goes up. The same is true of Liberty Bonds. Short-sighted people are dumping them on the market, and wise ones are buying them.

The best advice that can be given to the owner of a Liberty Bond is this: Hold the Bond you bought during the war; it is as safe and sound as the United States Government itself.

Buy as many more at the present low rate as you can afford. If you hold them to maturity, you are bound to make the difference between what they sell at now and their face value. You will also receive good interest on your investment.

Hold on to your Liberty Bonds and buy more.

Beginning July 1, the annual subscription rate to Ben Franklin Monthly will be \$2.00 instead of \$1.50, as heretofore, with single copies 20 cents.

This step is necessary because of the increased value of the magazine and the service it is able to render. Each subscriber under the new rate, is entitled to four copies of Ben Franklin Chicago Paper Directory and Price List, issued each year, providing the subscriber is dependent upon Chicago for his paper needs.

It is hardly necessary to point out to printers the increased cost of getting out such a publication as Ben Franklin Monthly has grown to be. This fact, together with the increased value of the publication, justifies the publishers in making the advance.

License Chicago Plants

Chicago printing plants must have a city license in order to operate, according to a recent ruling of the city fathers. Application must be made to the Department of Health, Room 704, City Hall. The ordinance is now in effect.

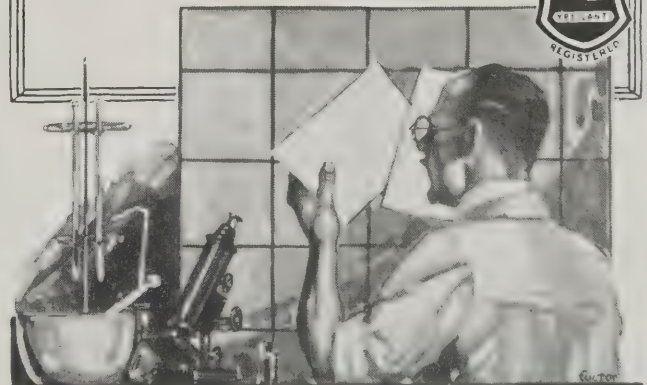
Rather than limit the booklet plan to the cover, we create the cover to fit the plan

Our chemists are experts in reproducing color tones, special finish or texture in cover stock. Send us the sample—an artist's color design, a piece of linen—and we will make the paper to match.

A card will put you in touch with Peninsular service and Peninsular quality.

A new touch of distinctiveness is the envelope to match the booklet cover.

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No. 16 Honors Dead

Memorial Services Held for Deceased Members

Memorial services for fifty-one members of Chicago Typographical Union No. 16, and six members of the Old Time Printers' Association, who have died during the past year, were held at the Woods theater, Chicago, Sunday afternoon, May 23. The theatre was packed with members of the printing brotherhood and the friends and relatives of those honored by the meeting.

The principal addresses were delivered, one by the Rev. E. J. Mulally, of St. Mary's church, and the other by Rev. Rufus A. White, pastor of People's Liberal church. Music was furnished by the C. T. U. Band and the Chicago Premier Quartet.

Order of Services

President Sam N. Cann, Chairman

"The Star Spangled Banner" Key
Chicago Typographical Union No. 16 Band

Overture—"O Fair Dove, O Fond Dove" Schlepegrell

"Sunset" Van der Water
C. T. U. Band
Chicago Premier Quartet

Invocation
Samuel K. Parker, Member C. T. U. No. 16

Address
The Rev. E. J. Mulally, St. Mary's Church
"Funeral March" Chopin
C. T. U. Band

"Beautiful Isle of Somewhere" Wilson
Chicago Premier Quartet

Hymn—"Nearer, My God, to Thee"
Call of the Roll
On behalf of the Old-Time Printers' Association, Michael
Colbert

Chicago Typographical Union No. 16, C. W. Chandler,
Reading Clerk
"Hungarian Fantasia," Op. 207 Tobani
C. T. U. Band

"Come where my love lies dreaming" Foster
Chicago Premier Quartet

Address
Rev. Rufus A. White, D. D., Pastor People's Liberal Church
Grand Medley Overture—"Superba" Dalbey
C. T. U. Band

"Love's Old Sweet Song" Molloy
"Juanita" Foster

"America" Chicago Premier Quartet

The Roll Call

Old-Time Printers' Association

John M. McGowan, Chester M. Whitman, James F. Cahill,
Hiram L. Bettes, John W. Nestor and Hugh R. Morgan.

Chicago Typographical Union No. 16

Henry E. Gonder, John M. McGowan, Edward H. Randall,
James T. McCullough, William F. Greiner, Stephen E. Swain,
Louis F. Hemse, Joseph F. Chandler, Lucius H. Maxfield,
Thomas Ryan, Richard J. Hanlon, James M. Clifton, R. E.
Chapman, Joseph Callen, Arthur Binks, Chester M. Whitman,
John Stemper, Edward E. Johnson, Albert E. Demaree,
Ross C. Rowley, James F. Cahill, R. P. Haley, Henry Askew,
William Dennison, Harry C. Kaye, Charles B. George, Shirley
B. Edson, Henry C. Trendel, W. T. Lucas, W. G. Moore,
Edward M. Flynn, Aaron Gevert, William J. Ray, Nelson V.
Waugh, Edward Hepner, William Baird, Hiram L. Bettes,
Emil Tripp, John W. Nestor, Edward C. Hamilton, William
A. Klinger, Elon D. Loomis, W. J. Babcock, Frank H. Carlin,
Merritt Thomas, Hugh R. Morgan, John E. Hubbard, Albert
C. Thomas, John J. Cummings, Charles J. Rose and William
Flanders.



The Mark of Dependable SERVICE

It is our earnest desire to so treat your orders that you may always regard this symbol as a guarantee of unvarying quality.

Not alone should you rely upon the definite value of every sheet of paper packed under this mark, but you may have confidence in the service that places the shipment in your plant.

With a view to the further development of the confidence which users now have in Midland Brands and service, we solicit criticisms, commendations and suggestions which may enable us to enhance the established Midland values.

Your letters, whatever their contents, will be accorded sincere attention

MIDLAND PAPER CO.
322 West Washington Street
Main 142 CHICAGO

CHICAGO

The Hub of the Industrial West

George H. Seery, former secretary-treasurer of the Hildmann Printing Company, 732 Sherman street, has bought out the interest of Frederick Hildmann, the president, and has assumed the presidency of the concern. By the reorganization of the company Thomas J. Seery becomes treasurer and B. A. Robertson, secretary.

The company was established in 1905 and George H. Seery joined the company soon after its organization. Since that time it has grown to its present proportions and with Mr. Seery assuming control it is planned to enlarge the company still more.

The name of the company will be changed, but just what the new name will be has not yet been decided.

M. W. Mills Printing Company, Downers Grove, of which M. W. Mills is owner, has moved its Chicago office from 14 West Washington street to room 1245 Monon building. Mr. Mills started the company last November at the time the Chittenden Company was bought out by Joyce, Kain and Albrecht, 522 South Clinton street, Mr. Mills having been manager and secretary of the Chittenden company. The M. W. Mills Company has a complete plant at Downers Grove, with one cylinder and two Gordon presses, and with stitchers and other equipment to make up a modern bindery.

Seneca C. Beach, manager of the Master Printers Association of Los Angeles, reports having had several visits from W. J. Hartman, formerly of the W. J. Hartman Company, who has been in California for several months. Mr. Hartman will return to Chicago some time this month.

Linden Brothers, publication printers, are moving this month from the Franklin building, 720 South Dearborn street, to 701-703 South La Salle street, where the company will have twice the floor space it now has. The company is also adding considerable new machinery, including new feeders and Linotype equipment.

George B. Hild, formerly general agent for the Southern Pacific lines in Chicago and more recently with the American Sugar Refining Company, of New York, has been made vice-president and director of sales of the Chicago Railway Printing Company, 720 South Dearborn street.

Arkin Advertisers' Service has established its ad-setting department at 422 South Wabash avenue, having moved this department from 732 Federal street recently. The other departments of the company are still maintained at the Federal street address.

Sam Simons, formerly of the Perfection Linotyping Company, has joined the Standard Typesetting Company in the capacity of salesman.

Willis B. Troy, Jr., formerly with a large Chicago advertising agency, has been added to the advertising staff of the U. T. A., which now includes five men in the copy and plan department alone. Calls for the advertising service of the association have been increasing rapidly, with more and more printers availing themselves of the service.

Charles L. Estey returned, the first week in June, from a trip covering the eastern and southern states, where he addressed local Typothetae organizations and advertising clubs. His itinerary included Cleveland, Buffalo, Columbus, Ohio, and Houston, Texas. The entire month of May was taken by the trip.

Criterion Press, 732 Federal street, is building its own home at 1232-1236 Congress street, which will be ready for occupancy July 1. The new building is 50x120 and one story high, and the total cost, when completed, will be \$25,000. Edward Foerster is proprietor of the firm.

The Transo Envelope Company is to build a \$350,000 one-story addition to its factory at 3550 Kimball avenue. The company has purchased 199x605 feet for \$38,000, and given a ten-year trust deed for \$270,000 with interest at 6 per cent, to Greenebaum Sons bank.

The Gaw-O'Hara Envelope Company, 500 North Sacramento boulevard, has just completed the erection of a 50x100 foot addition to its factory, which will be used as a garage and to house additional machinery for the manufacture of envelopes.

The Printers' Supplymen's Club of Chicago held its final meeting of the year on Friday night, June 4th, when the members gathered at the Terrace Garden, Morrison Hotel, with their families and friends.

The Methodist Book Concern has drawn up plans for a new four-story building to be erected adjoining its present building at Rush and Superior streets. The cost is estimated at \$175,000.

C. D. M. Anderson, book, poster and job printer, located at 649 North Wood street, auctioned off his plant May 12 and will retire from the printing business.

Luther C. Rogers, of Rogers and Hall Company, attended the meeting of the National Association of Manufacturers, held at the Waldorf-Astoria, New York City, on May 17, 18 and 19.

Alexander Fyfe, sales manager of the Blakely Printing Company, was recently elected a director of the Hamilton club.

Chicago Stationery Shop has moved to 304 South Clark street, from 157 Quincy street.

Chicago daily newspaper compositors were awarded \$55 day, \$60 night—\$1.15 an hour day, \$1.25 night—by Judge Crowe, arbiter. For those working five and one-half hours, after midnight, on a shift, the time is reduced from eight full hours to seven, including lunch time. Bonus operators are to set 4,000 ems an hour to be adjudged competent, and to get 96 cents day, \$1.08 night. When they set 4,500 an hour, \$1.06 and \$1.18. All above to be one cent each hundred ems. They may be limited to a seven hour day.

President William V. Kelley, of the Miehle Printing Press and Manufacturing Company, is active in real estate lately. He is one of the tenants who purchased the Marshall apartments, an eleven-story building at 1550 North State Parkway, for \$700,000. The building contains ten apartments of twenty rooms each, facing north on Lincoln Park, one of which is occupied by Mr. Kelley. Mr. Kelley also plans to erect a large building on State street, opposite Congress, where he owns property 75x100 feet.

Owing to increased business, the McFarland-Shumway Company, 624-630 West Adams street, has recently added two new Miehle presses, a Miller feeder, Oswego cutter and a complete composing room equipment, while further additions are being contemplated.

Arthur J. Reubold has retired from business and his printing plant at 2125 North Halsted street was sold at auction April 30. It comprised a pony cylinder and two Gordon presses, with other machinery and composing room equipment.



Knox & Wolcott Paper Co.

626 Federal Street, Chicago

Harrison 4203-4

Four Winners—

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SERVICE INDEX
NOX INDEX
ALLIED INDEX**

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at Your Service**

Mathews Typesetting Company

Lino-Typography

**Complete Composing Room
Service for Printers and
Publishers from Layout
to Makeup or Press Lockup**

LINO-TABLER
RULE-AND-FIGURE AND RULED-BLANK COMPOSITION

626 Federal Street

Harrison 4086-2083

Chicago, Illinois

Suggestions for JUNE

Summer resort, soda fountains, sporting goods stores, stores catering to the traveler, or any business selling hot weather goods will have its busiest season, and biggest business during the next few months. Right now, is a very appropriate time to suggest a folder neatly printed on an attractive cover stock, as a direct-by-mail advertising proposition to help make their business even bigger than usual—Suggest

WINDHAM COVER

to the price buyer. It is strong, snappy and attractive—yet, sells at a low price that will be a very pleasant surprise to your customer.

UNIVERSAL COVER

Plate Finish, can be used for illustrated folders that must take a halftone. Few cover papers are suitable for halftone printing, but here is one you can always depend upon.

HIGHLIGHT AND GIBRALTAR are medium priced covers, available in four different finishes, and in a large variety of attractive colors.

SULTAN COVER

made of extra strong rope stock, the toughest sheet on the market. Use it wherever your folder will be exposed to more than the usual wear and tear.

Sample sheets or sample books of any of these lines will be very gladly furnished

**BRADNER SMITH
& COMPANY** 68 Years of
Service to the
American Printer

PAPER FOR EVERY PURPOSE

CHICAGO, ILLINOIS

Schedule of Chicago Printers and Binders Baseball League Season 1920

June 12

Hill Bindery vs. W. F. Hall Printing Company.
R. R. Donnelley & Sons Company vs. Poole Bros.
Foley and Company vs. Library Bureau.
Central Typesetting & Electrotyping Co. vs. Faithorn Co.

June 19

Faithorn Co. vs. Poole Bros.
R. R. Donnelley & Sons Co. vs. Hill Bindery.
W. F. Hall Printing Co. vs. Library Bureau.
Central Typesetting & Electrotyping Co. vs. Foley & Co.

June 26

Hill Bindery vs. Central Typesetting & Electrotyping Co.
Library Bureau vs. Faithorn Co.
Foley & Co. vs. R. R. Donnelley & Sons Co.
Poole Bros. vs. W. F. Hall Printing Co.

July 3

Foley & Co. vs. Hill Bindery.
W. F. Hall Printing Co. vs. Faithorn Co.
Central Typesetting & Electrotyping Co. vs. R. R. Donnelley & Sons Co.
Pool Bros. vs. Library Bureau.

July 10

Hill Bindery vs. Faithorn Co.
R. R. Donnelley & Sons Co. vs. Library Bureau.
Foley & Co. vs. W. F. Hall Printing Co.
Central Typesetting & Electrotyping Co. vs. Poole Bros.

July 17

Faithorn Co. vs. R. R. Donnelley & Sons Co.
Library Bureau vs. Hill Bindery.
W. F. Hall Printing Company vs. Central Typesetting & Electrotyping Co.
Poole Bros. vs. Foley & Co.

July 24

Hill Bindery vs. Poole Bros.
R. R. Donnelley & Sons Co. vs. W. F. Hall Printing Co.
Foley & Co. vs. Faithorn Co.
Central Typesetting & Electrotyping Co. vs. Library Bureau.

July 31

Faithorn Co. vs. Central Typesetting & Electrotyping Co.
Library Bureau vs. Foley & Co.
W. F. Hall Printing Co. vs. Hill Bindery.
Poole Bros. vs. R. R. Donnelley & Sons Co.

August 7

Hill Bindery vs. R. R. Donnelley & Sons Co.
Library Bureau vs. W. F. Hall Printing Co.
Foley & Co. vs. Central Typesetting & Electrotyping Co.
Poole Bros. vs. Faithorn Co.

August 14

Faithorn Co. vs. Library Bureau.
R. R. Donnelley & Sons Co. vs. Foley & Co.
W. F. Hall Printing Co. vs. Poole Bros.
Central Typesetting & Electrotyping Co. vs. Hill Bindery.

August 21

Hill Bindery vs. Foley & Co.
Faithorn & Co. vs. W. F. Hall Printing Co.
R. R. Donnelley & Sons Co. vs. Central Typesetting and Electrotyping Co.
Library Bureau vs. Poole Bros.

All games are to be played on the grounds of the last named team.

Chicago News Continued on Page 70

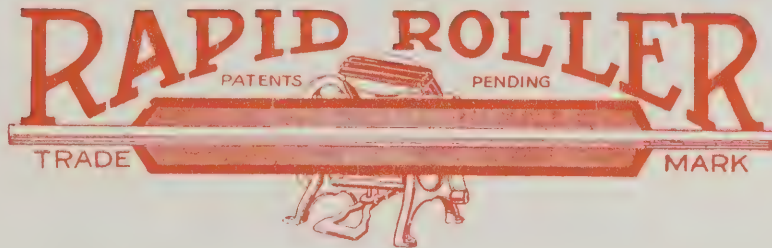
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Rapid Printers Roller Co.

Manufacturers of the



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Telephone Wabash 6736

CHICAGO, ILLINOIS

WE GUARANTEE THE RAPID ROLLER
WILL NOT
Shrink—Harden or Swell

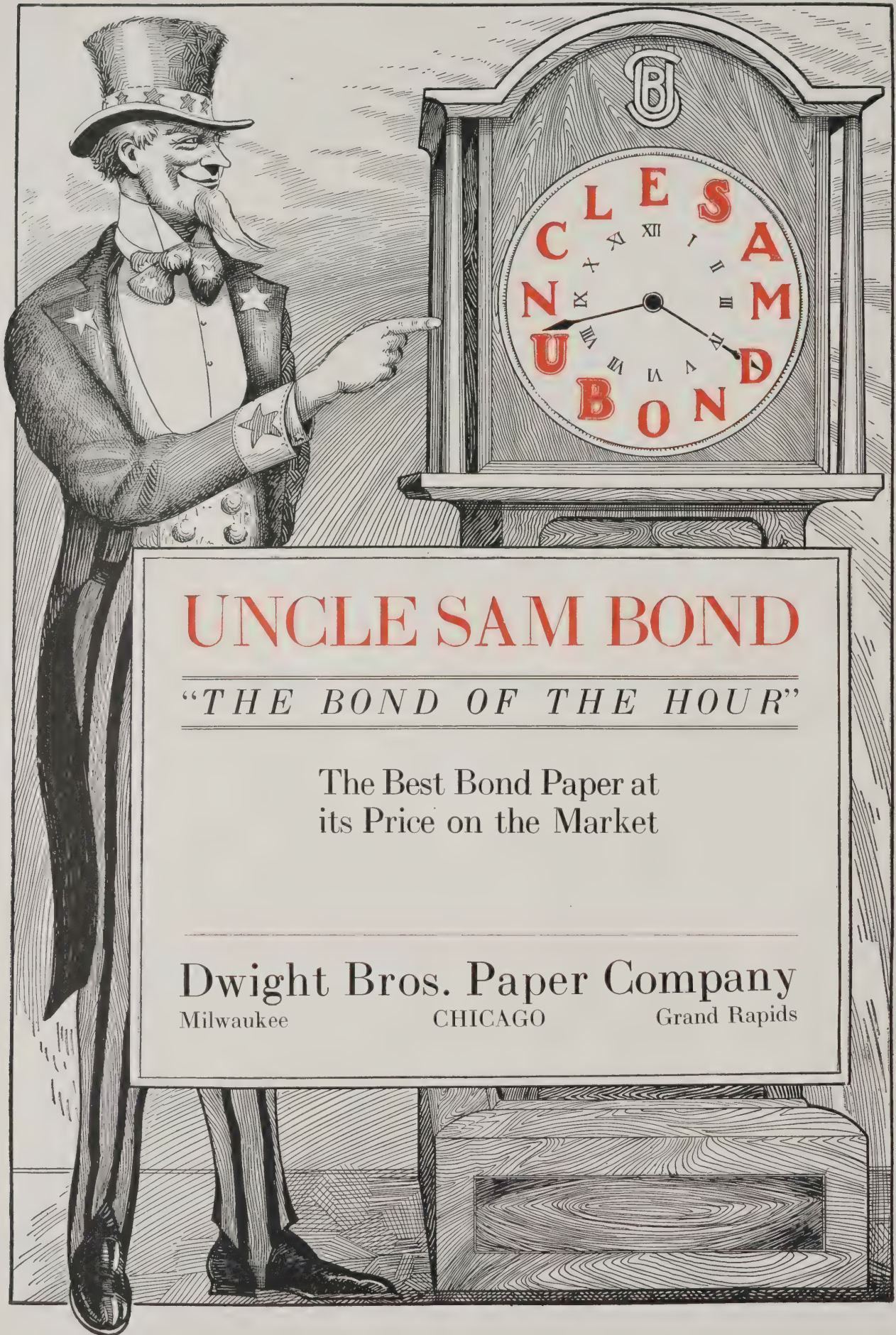
Scientifically made to overcome defects so often found in most rollers.
Does not expand or contract; retains its resiliency.

NO RAPID ROLLER WILL EVER HAVE UNEVEN WAVES
UNEVEN SHRINKAGE—SETTING AT VARIOUS ANGLES

These are BIG CLAIMS—Let us prove them to YOU

500 printing concerns are now using them on their presses.
The merits of our product are its own recommendation.

*Put RAPID ROLLERS on your press—they pay for
themselves by the first day's use.*



The illustration depicts Uncle Sam, a personification of the United States, wearing his iconic top hat and a suit with stars on the lapels. He is pointing his right index finger towards a large, ornate clock. The clock face is white with red lettering that reads 'UNCLE SAM BOND' in a circular arrangement. The clock is mounted on a wooden stand. The background is a simple, textured grey.

UNCLE SAM BOND

"THE BOND OF THE HOUR"

The Best Bond Paper at
its Price on the Market

Dwight Bros. Paper Company
Milwaukee CHICAGO Grand Rapids

A Bond

that offsets, lithographs and prints well, is good enough for your Letter Head and cheap enough for ordinary use. We have specialized on it and carry a large stock in our houses, and additional stock at mill.

*Once used
always
reordered*

THE CREDIT AND
COLLECTION BUREAU
of
Franklin Typothetae
of Chicago

WHAT DO YOU
KNOW ABOUT IT



SEE NEXT ISSUE OF
Ben Franklin Monthly
OR
Ask DAD
(Kagey)
He Knows

Harrison 6392

JOS. A. SINGLER, President
E. F. HAMM, Vice-President
JAS. H. WALDEN, Treasurer



CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephones Harrison 4287-4288-2903

Printing Trades Credit Association
C. I. Kagey, Secretary

Chicago Estimating Class Graduates 33

Big Meeting Celebrates Event as Largest Class in History
Receives Diplomas.

"Thus from tonight 'twill easy be
To get our estimating;
Each graduate can estimate
Without much hesitating.
Our estimate of them is good,
And that should be well understood;
We welcome them to brotherhood,
Which is a worthy rating."

Thus sang some two hundred lusty voices at the May meeting of the Chicago Franklin-Typothetae held at the City Club on Thursday night, May 20, when the annual "graduation" exercises for the Estimating Class were held.

Seated in the center of the dining hall were ninety members of the class, 29 of whom had completed the standard course of the U. T. A. successfully and were awarded certificates testifying to their proficiency in the art of "overlooking nothing."

After all had finished eating dinner the program of the evening was started with the introduction of J. W. Hastie, past president of the association, by President Joseph A. Singler, who presided. Mr. Hastie, in his inimitable manner, soon placed the honor guests of the evening at their ease, at the same time pointing out the glory of the printing industry.

He was followed by Major J. Lee Nicholson, C. P. A., who went into detail, as the main speaker of the evening, to show the relation of costs to business in general. T. E. Donnelley, of R. R. Donnelley & Sons Company, was another of the principal speakers, Mr. Donnelley bringing a very interesting "Message to Printers." Toby Rubovits, chairman of the Education Committee, also spoke on the necessity of giving more attention to educational matters.

The response for the 1920 Estimating Class was given by Leonard L. Marshall, of the Marshall, Jackson Company. Following this T. E. Quinn, of Johnson & Quinn, presented the certificates and through his famous wit and humor, kept all in high good spirits. Music during the meeting was furnished by the Grant Quartette.

A novel innovation was instituted when a full report of the number of members present, with the firms represented, etc., was given within an hour

after the attendance cards had been collected, and the announcement made that letters to those absent had already been mailed.

The organization was able to do this by having letters already typed, signed and ready for the mails. When the attendance cards had been checked the letters addressed to members not present were stamped and put into the post office, to be received the following morning. That the letter brought results is proven by the number of answers received.

The following persons received certificates of graduation from the Estimating Course:

Miss Winfred LaRash, Kenfield-Leach Company; Charles Kolarek, Winship Company; S. L. Hettich, Drovers Journal Publishing Company; G. H. Filler, Buckley-Dement Company; Lyman L. Cutts, Metropolitan Syndicate Press; Anthony Borre, Magill-Weinsheimer Company; Hoyt C. Leach, Kenfield-Leach Company; J. W. Hermann, Metropolitan Syndicate Press; John W. Miesen, Wallace Press; George G. Geis, General Printing Company; Joseph A. Chapp, Hedstrom-Barry Company; J. N. Codogan, Blakely Printing Company; Arthur Stutes, Bert L. White & Company; Miss E. Florman, Windemere Press; G. W. Tylor, Kenfield-Leach Company; Herbert S. Troyer, Hawkins & Loomis; T. Marvin Sackrisson, Neely Printing Company; Merritt W. Parkinson, University of Chicago Press; William O'Hara, Windemere Press; Leonard L. Marshall, Marshall, Jackson Company; F. B. Hamm, Blakely Printing Company; H. W. Collins, Blakely Printing Company; E. E. Parke, Kenfield-Leach Company; George S. Foreman, Church Publishing Company; Stanley Skorry, Henry O. Shepard Company; A. P. Schloegel, Drovers Journal Publishing Company; Noble O. Peterson, Rogers & Company; Thomas D. Norton, Western Newspaper Union; John F. Burkhardt, J. Thomas & Company; Daniel Boyle, Jr., Hillison & Etten; Louis J. Schrader, South Side Printing Company, and Frederick Lahm, Royal Tailors Company.

Where the Groups Meet and When

Central Stevens Bldg., 2nd Thursday
Calumet Hotel Hayes, 3rd Tuesday
Northwest Side
 1621 N. Division St., 4th Monday
West Side Burn's
 Building, 3958 Madison St., 2nd Tuesday
North Side 629 Wrightwood, 4th Friday
Franklin-Typothetae
 . . . City Club, Plymouth Ct., 3rd Thursday

Wow! School Is Out

Promotion Committee Celebrates Year of Activity

Not for the purpose of discussing the latest means of securing new members, nor of planning the activities of the Franklin-Typothetae of Chicago, will the Promotion Committee, of which E. E. Laxman is chairman, meet at the Evanston Country Club on Monday night, June 14. Instead, all the troubles of the past year—and of the future—will be side-tracked for one night, and the god of mirth and of laughter and joy will reign. For on that night the committee will hold its first annual meeting and reunion for the sole purpose of enjoyment and to forget the troubles of their brother printers and, incidentally, their own. The committee in charge of the arrangements is composed of E. W. Kirchner, W. R. Thomas and A. B. Southworth.

North Side Holds First Meeting

The first meeting of the North Side Group was held Friday night, May 28, at 624 Wrightwood avenue. It proved to be one of the best meetings so far held in the Groups, with chairmen of three similar Chicago organizations as speakers. These were: Charles Severinghaus, chairman of the Northwest Side Group; William McDonnell, of the Calumet Ben Franklin Club, and Harlo R. Grant, of the West Side Group.

The announcement is made of the approaching marriage of E. C. Flinn, head of the accounting department of the Chicago Franklin-Typothetae, and Miss Ethel Nelson, which is to take place the latter part of this month. Mr. Flinn is one of the most popular men in Typothetae work and the many friends he has made in the industry wish him happiness.

GOOD ELECTROTYPES

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PRINT BETTER AND LAST LONGER.
CALL AND SEE US, WRITE OR PHONE

DINSE, PAGE & COMPANY

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

Officers Nominated for 1920-21

The annual election of officers of the Franklin-Typothetae of Chicago will be held at the City Club, Thursday night, June 24. Nominations have been made by the committee entrusted with this task as follows:

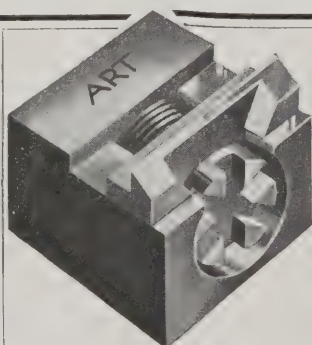
E. F. Hamm, president.
T. E. Donnelley, vice-president.
Daniel Boyle, treasurer.
Ben P. Branham, chairman Typothetae Division.
F. W. Smith, vice-chairman.
George Hart, chairman Blank Book Division.
Fred C. Laukert, vice-chairman.
E. J. McCarthy, chairman Trade Composition Division.
Charles L. Just, vice-chairman Trade Composition Division.
William Sleepeck, chairman Franklin Division.
R. B. Nelson, vice-chairman Franklin Division.

E. L. Wilson, noted throughout the country as an efficiency expert and engineer for printing plants, has been chosen to head the newly created engineering department of The Franklin-Typothetae of Chicago. This department will aid members in laying out new plants or in rearranging their old ones, and will give advice on matters pertaining to their efficient management. The engineering department of The Franklin-Typothetae is the realization of a dream of many years, and is another forward step along the road to better service to members.

A year book showing all of the activities, present and contemplated, of The Franklin-Typothetae of Chicago, was sent out by that association last month. The book was distributed to all the printers of the city. Outlining, as it does, the services of the organization, it makes a handy reference book for Franklin-Typothetae members, who can turn to it for information on association work.

The Trade Rulers' Group of the Franklin-Typothetae held a preliminary reorganization meeting at the City Club, Thursday night, May 27. Another meeting was held June 3 at the same place at which the report of the nominating committee on chairman and vice-chairman was given.

Ben C. Pittsford, of the Ben C. Pittsford Company, was elected chairman and J. M. Bundscho vice-chairman of the Ad Setters' Group of the Franklin-Typothetae at its meeting, Thursday noon, May 27, at the City Club.



Challenge Plate-Mounting Equipment

has solved the plate mounting problems of many perplexed printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, book and magazine work, labels or post cards. Many of our plate equipments are explained in detail in our illustrated free booklet "Challenge Plate-Mounting Equipment."

WRITE US OR ANY DEALER IN PRINTERS' SUPPLIES FOR A FREE COPY

The Challenge Machinery Company, Grand Haven, Mich.

CHICAGO OFFICE, 124 S. Wells Street

NEW YORK OFFICE, 71 W. 23rd Street

MAKE A BIGGER PROFIT! THAN YOUR COMPETITOR!

How? By lowering your production cost.
By and through the Matrix Ruled
Form and Tabular System.

If YOU have this your competitor may bid at *his* cost—and leave you your normal profit.
If HIS bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it,
and make a profit *above normal*.

The MATRIX RULED FORM AND TABULAR SYSTEM
gives you, in short, *A Competitive Advantage*.

We are glad to hear from skeptics—we like
convincing them. We save *money, time* and
labor in your shop.

Coupon brings you such evidence and
proofs as a practical man requires.
It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.
Touraine Bldg., Fort Worth, Texas

SIGN AND MAIL THE COUPON

Matrix Ruled Form and Tabular System
Touraine Bldg., Fort Worth, Texas

Gentlemen: Please send me evidence and descriptive matter
that tells all about your modern system of printing blank and
tabular work at a big profit.

Name _____

Address _____

Town _____ State _____

Kind of Machine _____
BF-4 (Intertype or Linotype)

ALL-SLUG COMPOSITION and MAKEUP

Ninety-Nine Faces—Five to 60 Point—Non-Distribution
Plus S-K-H Service

TELEPHONE US FOR FURTHER INFORMATION

Ohio and LaSalle Streets
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STANDARD SERVICE INCLUDES

LINOTYPE and MONOTYPE Composition,
Layout and Makeup for Books, Catalogs, Mag-
azines and Publications, also Foundry Lockup.

PERSONAL SERVICE in picking up copy; insuring
accuracy as to style and instructions.

THE LARGEST and BEST arranged composing room of
any Combination Trade Plant in the United States.

A COMPLETE high-class working organization, day
and night.

AUTOMOBILE DELIVERY to any part of the city.

ASK for the finest and most complete Specimen Book
ever issued by any typesetting concern in the world.



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TRADE COMPOSITION ASSOCIATION
OF CHICAGO

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CHICAGO ILLINOIS

THE AULT & WIBORG COMPANY

Main Offices and Factories—CINCINNATI—Houses in all large Cities

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ST. LOUIS
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BUFFALO
MINNEAPOLIS
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ATLANTA
BALTIMORE

PHILADELPHIA
BOSTON
SAN FRANCISCO
LOS ANGELES
FORT WORTH

TORONTO, CAN.
MONTREAL, CAN.
WINNIPEG, CAN.
LONDON, E. C. ENG.
BUENOS AIRES, ARG.

ROSARIO, ARG.
CORDOBA, ARG.
RIO DE JANEIRO, BRAZIL
SAO PAULO, BRAZIL
MONTEVIDEO, URUGUAY

SHANGHAI, CHINA
HONG KONG, CHINA
CANTON, CHINA
HANKOW, CHINA
TIENTSIN, CHINA

PRINTING INKS



All raw materials entering into our Printing Inks are thoroughly tested.

These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

The final result of this painstaking effort assures—**QUALITY.**

The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

THE PAPER TRADING CO. KALAMAZOO

“WHERE PAPER IS MADE”

Perfects in

**BONDS
WRITINGS
M F BOOK**

**S & S C BOOK
ENAMELS
OFF-SET PAPERS**

**BOX BOARDS
JOBS and
OVER RUNS**

**Also “DEPENDON SECONDS” in ENAMELS
BLANKS, FIBRE and BOX-BOARDS**

We are right “On the Ground” and know where to secure your paper needs. If you don't see what you want in our Monthly Price List, write or wire us. We'll serve you

Our Chicago Office: 416 SOUTH DEARBORN STREET

ROBERT A. JAEGER, Manager

Wabash 1998

CINCINNATI

The Queen City of the Industrial West

L. C. HARVY, Representative

The funeral of William D. Henderson, president of the Henderson Lithographic Company of Cincinnati, who died in Chicago recently, was held from the Scottish Rite Cathedral here. Mr. Henderson had been in the lithographing business for 60 years, having been the founder of the concern which bears his name. He was well known in the profession throughout the country. Besides his widow, three sons, Minto L., William D., Jr., and James G. Henderson, vice-president, treasurer and secretary, respectively, of the company, survive.

The American Art Printing Company, a recent corporation, has taken over the printing establishment at 2646-2648 Spring Grove avenue, and will enlarge the plant, which formerly was operated by the Superior Printing Company. The capital is now \$25,000, but will be increased fourfold in the near future, it is said. C. C. Streutker is president of the new company.

Because of more business, due to the advertising in newspapers, the Quality Electrotpe Company, Eighth and Cutter streets, has increased its capital from \$50,000 to \$150,000. Charles Deye is president of the concern.

J. Maurice Ridge, publisher of Reel Facts, a weekly publication devoted to moving pictures in

this section, has moved his office to the Film building, at the corner of Pioneer and Broadway.

J. M. Thacker, managing editor of the Starch-room Laundry Journal, which is published at the plant of the Bacharach Press, is sojourning in Virginia for several weeks with his family. The Old Dominion is Thack's old stamping grounds.

Planning to capitalize the surplus in its treasury, the Sullivan Printing Works, a corporation, has been authorized to increase its capital from \$50,000 to \$250,000.

The acquisition of the three-story, stone front building at 116 East Ninth street, by Thomas H. Kennedy, printer, was a quick move on his part. He bought the property within forty-eight hours after it had been advertised for sale. Mr. Kennedy, who owns a power building on Eighth street, acquired the Ninth street holding for investment purposes.

George F. Houston, Main street printer, was injured recently, when he went to the rescue of a woman bond broker in the same building, who had been attacked by a robber. The burglar was caught and convicted.

Clifford B. Wright, a director in the United States Playing Card Company and the Strobridge Lithographing Company, and prominent in financial circles of Cincinnati, died recently at his home as he was preparing to leave for his office.

The Century Print Shop, of Elyria, Ohio, has been incorporated, with a capital of \$75,000. The incorporators are C. D. Knapp, C. E. Knapp, R. H. Unger, M. V. Knapp and C. F. Knapp.

W. H. Jett, J. Kaiser, G. Bills, Jr., T. O'Donnell and S. C. Krigbaum have incorporated the Pioneer Printing Company, of Marietta, Ohio. The capital stock is \$80,000.

DAYTON AND OSWEGO

SEYBOLD

CUTTING MACHINES

MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO

BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

BOOK PAPERS

Coated and Uncoated
BRISTOLS AND BLANKS
EVERYTHING IN PAPER



Distributors of

WARREN'S STANDARD PRINTING PAPERS AND THE HAMMERMILL LINES

THE DIEM & WING PAPER CO.

CINCINNATI, OHIO

LOUISVILLE, KY.

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NEW ORLEANS, LA.

IRISH LINEN BOND

Unexcelled in Its Field
For Letterheads and Forms
Envelopes to Match

Courtesy Speed · Quality

are the three essential items
we aim to incorporate into
every machine composition
job that is sent to our plant

That we are successful in meeting
the demands of many of the most
exacting buyers of Monotype and
Linotype composition and makeup
is evidenced by our list of satisfied
customers who must have the best

This ad is set in Monotype Della Robbia
Machine set: 6 to 12 Hand set: 14 to 36

SUPERIOR

TYPESETTING COMPANY
732 Federal Street, near Polk Street
Harrison 2755-2756



A New Standard of Bond Value

Made by
Gilbert
Sold by
Great Lakes

RESOURCE BOND

A printer said to me:

"I am not so finicky nowadays about the price of a bond. I want to know if you actually **HAVE** it and if it is real value."

We actually have a complete line of Resource Bond in stock and it *is* an unusual value.

Talking bond quality is a moth-eaten job. We want to *prove* it.

Try this new, loft-dried, rag-content sheet on your next order. Phone Wabash 1413.

28¹/₂c
lb. in
cases

GREAT LAKES PAPER CO.

515 S. Wells Street

CHICAGO

Phone Wabash 1413

Full Line in Chicago Stock

RESOURCE BOND

Made by
Gilbert
Sold by
Great Lakes

WHITE

Substance 17 x 22 — 13
No. 13 22 x 34 — 26

Substance	17 x 22 — 16	22 x 34 — 32
No. 16	17 x 28 — 20½	18 x 34 — 41
	19 x 24 — 19½	24 x 38 — 39

Substance	17 x 22 — 20	22 x 34 — 40
No. 20	17 x 28 — 25½	28 x 34 — 51
	19 x 24 — 24½	24 x 38 — 49

Substance	17 x 22 — 24
No. 24	22 x 34 — 40

Colors to be stocked later.
Mill shipments now, if desired.

May we submit samples?

GREAT LAKES PAPER CO.

515 S. Wells Street

CHICAGO

Phone Wabash 1413

28½c
lb. in
cases

CLEVELAND AND NORTHERN OHIO

Cleveland reports progress in the installations of cost systems for the printers who had not formerly installed the Standard Cost Finding System. Those who have used the Standard system during the past year have found it one of the greatest assets ever devised for the printer. Plans are now being arranged for further installations and service by D. J. Dalton, cost supervisor for the association.

The department for the handling of waste paper is securing good prices for the members and is known as the Clearing House Arrangement, whereby the printers and binderies save their paper for one paper stock company, and through this plan the printer makes a wonderful yearly saving.

The Metal Clearing House plan used in Cleveland for handling the metal situation has been the source of satisfaction for the printers and trade composition houses as compared with the handling of metal in former years.

The Collection Bureau for the collection of bad accounts is also being used with good results and has been the means of amicably adjusting and collecting accounts.

The Cleveland Graphic Arts Club maintains a mid-day luncheon, whereby the printers meet and express their views freely with each other. The activities of the association are growing and one important feature that is very gratifying is the wonderful spirit of co-operation shown by the printers and allied industries and the willingness of all the departments to do their utmost for the upbuilding of the association, which is in a flourishing condition, and is not expected to suffer a relapse during the present secretary's administration.

At a regular monthly meeting and dinner of the club recently, G. L. Garand of the Detroit Type-setting Company delivered an address on the Standard Square Inch Scale. The plan aroused much interest and enthusiasm, and the committee ordered 100 scales for distribution to the printers, to be tried out with actual jobs in their plants, and then later possibly adopt the square inch basis for measuring hand and machine composition. The attendance at the meeting was very large and the affair proved to be one of the most successful events held by the Cleveland organization. The members were entertained with singing and all were given an opportunity to prepare for each course by indulging in a number of the club's favorite songs, after which G. L. Garand gave an exposition on the square inch scale, which was received with much favor by the printers.

David S. Stockslager, former assistant secretary and cost accountant for the Cleveland Graphic Arts Club, was appointed secretary-manager of the Cleveland Typothetae on March the first, when he succeeded B. H. Noyes, who had been secretary of the organization for the past year, and is now connected with the Chas. E. Johnson Ink Company. Mr. Stockslager has had a wide experience in cost accounting and factory efficiency methods, is very thorough in printing costs, and was formerly auditor for several subsidiary companies of a large concern. His association with the printers of Cleveland during the past year, combined with his unusual ability and pleasing personality, qualify him to conduct the affairs of the organization in a most successful manner, so that the past success of the Cleveland Graphic Arts Club will be continued and enlarged.

Mention has been made of a company being organized to be known as the Postergraph Company of Cleveland. The company is incorporated for \$200,000 preferred stock, 2,000 shares at \$100 each and 3,000 shares of common stock. The new concern will produce theatrical and commercial posters by the photo-mechanical process under the Pifer patents. The officers of the company are as follows: Charles P. Carl, president and general manager; George N. Pifer, vice-president; Gardner Abbott, secretary, and Wm. E. Tousley, treasurer.

The location of the above firm will be announced later and a description of the process given.

You can experiment if you want to, but
don't blame anyone else if you
find it doesn't pay so long
as you can get

Monitor Machines

Wire Stitchers, Perforators,
Punching Machines, etc.

LATHAM MACHINERY COMPANY

Fulton and Ann Streets, Chicago



BONDS AND LEDGERS MADE WITH THE SINGLE PURPOSE
OF BEST SUPPLYING BOND AND LEDGER NEEDS

"NOTE THE TEAR AS WELL AS THE TEST"

NEENAH PAPER COMPANY

NEENAH, WISCONSIN



Lancaster Bond

WHITE AND COLORED

The Aristocrat of Bonds

Brilliant white color, beautiful formation, great strength and a splendid
cockle finish, all guaranteed by the

QUALITY  MARK

OF THE

GILBERT PAPER COMPANY, MENASHA, WISCONSIN

FOR SALE BY

Moser Paper Company

PLYMOUTH
COURT

Chicago

MILWAUKEE

and Wisconsin

Typothetae Booth Holds Interest of Many

Milwaukee Typothetae had a booth in the "Made in Wisconsin" exposition at the Milwaukee Auditorium the week of May 21, which attracted a great deal of attention from the business men and advertisers who viewed the exhibits.

The booth was tastefully decorated with scenes taken from modern printing plants painted in silhouette with the Code of Ethics of the U. T. A., the trade customs of the Milwaukee organization and other posters telling of the work and purpose of the Typothetae, prominently displayed.

Members of the organization were in charge at all times and explained the purposes verbally, in addition to handing out a small booklet telling the complete history of the work. The book itself spoke well for the ability of Typothetae printers to turn out good printing and proved a valuable advertisement of what can be done with paper and type and brains. The text of the booklet was prepared by Secretary Penhallow, and tells the story of what the Typothetae is doing in an interesting and concise manner.

No effort was made to advertise individual firms, the entire purpose being to "sell" the buyer of printing on Typothetae printers. Individual firms also had exhibits, including the Servewell Printing Company, Morehouse Publishing Company, Fairbanks-Frey Engraving Company, Streissguth-Petran Engraving Company, and the Menasha Printing and Carton Company of Menasha. The last named firm won the second prize, a beautiful silver cup, for its exhibit, which was notable for the complete showing of the work the firm is able to do, mainly in the line of printing on waxed cartons and paper. This exhibit was in charge of P. S. McCarty and J. H. Burke.

Eugene Anslinger, who for the past several years has been connected with the printers' organizations of this city, resigned as assistant secretary of the Milwaukee Typothetae, June 1, having severed his connection with the organization to accept a position with the Breithaupt Printing Company.

Miss Hazel Haisler has taken over the Sales Division work formerly handled by Mr. Anslinger, and is doing most excellent work in handling the monthly Cost and Production records which have been entrusted to her care. Miss Haisler has been given a substantial increase in salary and is proving herself very efficient.

Meuser Co. Enlarges Plant

Meuser Printing Company, 822 Third street, is making extensive improvements and enlarging its plant so that its pressroom and bindery will have one hundred per cent more floor space than formerly. The total cost of the improvements will be over \$7,000. While not adding any new equipment at present the firm will greatly increase its efficiency through the additional space and will be better able to continue the ever increasing output of fine printing, for which it is noted.

Every means for increasing the comfort and safety of its employes is being installed, including one of the most modern lighting systems in the city. The plant now has four Chandler and Price presses, three of which are equipped with Miller automatic feeders, one Miehle press, a complete composing room and bindery equipment, including a folder, stitcher, punch and rotary perforating machines and a 44-inch cutter.

The firm was first started twelve years ago by the present owners, Nic Meuser and Joseph Meuser, Sr., and a Mr. Hartwig, whose interests were bought out several years later by Nic Meuser. The plant started in a small storeroom, at 744 Third street, with three platen presses, but soon outgrowing that space, it moved to the Meuser building, 822 Third street where it is now located.

A piece of work of unusual excellence has just been produced by the Loudon-Nuzum Electrotpe Company, Montgomery building, Milwaukee, in a wax plate for a job calling for only fifty copies. The perfection of the plate permitted a job ordinarily costing a considerable sum of money to be done at a nominal cost. The job in question was a blank form whose spaces had to be printed in after the lines were drawn. The accuracy of spacing, the clear-cut lines and high-grade appearance of the work are noteworthy.

Jacob Reusch, printers' and bookbinders' machinists, 484 Broadway, Milwaukee, reports business to be good and that a great deal of new machinery is being installed. Mr. Reusch now has exclusive charge of the sales in Milwaukee and territory surrounding this city for Perfection Safety Quoins, Electric Welded Chases and Whitmore's Gear Protective Composition, in addition to handling various other machinery and equipment.

Paper Cutters and
Cutting Knives

Perfection Safety Quoins
Electric Welded Chases

Folding Machines
Wire Stitchers

Miller Saw-Trimmer Co.'s Service Station

JACOB RUESCH

PRINTERS', LITHOGRAPHERS' AND BOOKBINDERS'
MACHINEISTS AND ERECTORS

Phone Broadway 1537

Whitmore's Gear Protective Composition

485 BROADWAY
MILWAUKEE, WIS.

Laudon-Nuzum
Electrotpe Co.

133·135·MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.

Milwaukee, Wis.

State Printers to Meet in Milwaukee July 23-24

Ben Franklin Monthly to Publish Daily Paper

The Hotel Pfister, Milwaukee, will probably be the meeting place of the state printers on July 23 and 24, when Wisconsin State Franklin Club, the Weekly League and the Daily League will meet in joint session to take up problems peculiar to the job printing and newspaper publishing business.

Arrangements are now being made to make the sessions the best ever held and in addition to the election of officers for each of the organizations, other business of importance will be taken up, including the work of the United Typothetae of America, which will be outlined by Joseph A. Borden, secretary, and Charles L. Estey, advertising director of the U. T. A. Other speakers scheduled include W. G. Penhallow, secretary of the Milwaukee Typothetae, and Philip Grua, manager of the Milwaukee Association of Commerce.

The Milwaukee Typothetae will act as host to the visiting delegates and every possible manner of entertainment will be offered to make the event one to be remembered for all time. Friday night there will be an informal dinner at the Hotel Pfister and Sunday afternoon a picnic at Waukesha beach, which will also be the annual picnic of the Milwaukee Typothetae. The full program will be printed in the July number of Ben Franklin Monthly.

It is expected that more than two hundred persons will be in attendance and with the Milwaukee printers, who will avail themselves of the privilege

of hearing such speakers as those mentioned, the convention hall will be packed.

The last convention of the three associations, which together go to make up the Federated Printing and Press Association, was held at Waukesha last July, when the following officers were elected: President, George J. Nash, Eau Claire; vice-president, Walter Mayer, Madison; secretary-treasurer, H. C. Hansen, Marinette; executive committee, H. F. Merten, Jr., Waukesha, Frank Cantwell, Madison, and Rudolph Haessler, Milwaukee.

One of the features of this year's convention will be a daily newspaper detailing the news of the convention with biographies of officers and such other information as will be of interest to the delegates as well as those who are unable to attend the convention, but want to know what is being done. This will be published by Ben Franklin Monthly and will be printed on two days, the morning of July 23 and July 24. Ben Franklin Monthly will have a staff of men on the ground to take care of the publishing, and the printing is to be done in some Milwaukee plant.

The committee handling the affair from the Milwaukee end is composed of Rudolph Haessler, chairman; George Bollow, Henry Towell and Charles O. Hinrichs.

Typothetae Booth at "Made In Wisconsin" Show



GEORGE BOLLOW

W. G. PENHALLOW

ELMER LUCKENBILL

ST. LOUIS

W. C. Howland, Representative, 1005 Federal Reserve Bank Building

Ralph S. Bauer, of Salem, Mass., president of the National Association of Stationers and Manufacturers of the United States, arrived in St. Louis recently to confer with local members of the association in regard to the convention of the stationers and manufacturers, to be held here next October.

Mr. Bauer said he expected a good percentage of the 14,000 members of the association to attend the St. Louis convention. The association has members in every state in the Union, and while national in name, it is international in representation, its membership reaching to China, Japan, Cuba, Honolulu, Canada and Argentina. He also pointed out that the association is the only trade organization in the country which includes the manufacturers, wholesalers, retailers and allied lines.

Amedee Peting, president of the George Barnard Stationery Company, is general chairman of the convention committee.

An amended wage scale, providing for a stipulated increase, was ratified a few days ago by Local No. 8 of the Typographical Union. The new scale will increase the weekly salary for night work from \$42 to \$45 per week. Men employed at day work, who have been receiving \$39 per week, are to receive \$42, by the provisions of the new agreement.

In the negotiation of the scale, the publishers were represented by Albert G. Lincoln, of the St. Louis Post Dispatch and Major J. Lowenstein, of the St. Louis Star, while F. G. Copeland, of the St. Louis Globe-Democrat, and Charles Hertenstein, president of Local No. 8, represented the Typographical Union.

Mrs. Margaret A. Curran, 52 years old, wife of Con P. Curran, president of the Curran Printing Co., died at the St. James Hospital shortly after noon, Sunday, May 16. She had been ill with neuritis for the last five months and had been in ill health for more than two years.

Mrs. Curran was born in Cairo, Illinois, and came to St. Louis with her parents, the late Mr. and Mrs. John Sculley, when she was a young girl. In 1885 she was married to Con P. Curran. Mrs. Curran leaves her husband and seven children: Mrs. Sol W. Gross, Mrs. John L. Tierney, Con P. Curran, Jr., J. F. Curran, E. Philpot Curran and Marie Jane Curran. The funeral took place Tuesday, May 18.

The George D. Barnard Printing Co. has recently installed a Monotype key board, caster, and six C. & P. job presses, with Miller Feeders.

Phil Kavanaugh, who every year promotes teams to play ball in the Municipal Baseball Association, is organizing a league to be known as a Printers League, which will play ball every Sunday afternoon during the summer months, at the Fairground park. Mr. Kavanaugh says that only mercantile firms in the printing business will be allowed to become members. To date, he has received applications from several of the big printing concerns seeking franchises and at a meeting held recently, these applications were voted on for admittance. Full particulars will be given out later.

Delegates to the Wholesale Stationers' Convention, which has been in session here for the past several days, say they believe any restriction placed upon the paper industry within the next ten years would be detrimental to the present situation. They see no relief before the expiration of three years. They say if capital was assured and if there were no restrictions imposed for ten years, plenty of paper would be available and the market relieved of present price burdens in three years. The subject of paper is of vital importance to the printers.

The printing business of St. Louis is good. All of the printing establishments, both large and small, have plenty of orders on their books. From indications, this condition will probably continue indefinitely. In spite of the high cost of paper, many concerns are sending out a great deal of printed matter, so printers are in demand. Few are idle, and if they are, it is from inclination and not for lack of being able to get employment.

R. A. Behymer, connected with the U. T. A. at Chicago, as field secretary, spent several days here, recently, on a visit to his father and mother. Mr. Behymer, of this city, is assistant city editor of the St. Louis Post Dispatch. Mr. Behymer, Jr., is on his way to San Francisco, where he will join H. L. Smith, in charge of the printing trade survey in that city.

J. H. Jeffrey and George Lemley have bought the trade composition plant of Elrod Brothers, 312 South Twelfth street, Omaha, which has been in existence nearly twenty years. The new owners are both first-class operators and printers. Mr. Jeffrey resigned as chief of the division of compensation of the Nebraska State Labor Department, to engage in the business.

Gross Typesetting Company

Monotype and Linotype Composition to the Trade
MAKE-UP, TYPE SORTS AND STRIP MATERIAL

118 N. Third Street

ST. LOUIS, MO.

We Excel in Quality
and Service

BOTH PHONES



The Ben Franklin Club held a very large meeting at the American Annex, May 10. There was a dinner at 6:15 and William C. D'Arcy, president of the D'Arcy Advertising Company, spoke to the members on the topic, "Our Problems of the Minute."

At the June 14 night meeting, it is announced by the secretary, Joseph A. Borden, general secretary of the United Typothetae, will speak.

A fire in the stockroom of the Ponath Brewer Printing Company, recently destroyed considerable of its paper stock. Fortunately, it was covered by insurance. The company occupies a two-story brick building and the fire was confined to the stockroom.

Many inquiries are being received by the secretary of the Ben Franklin Club, from supply houses, concerning exhibits they desire to make at the Typothetae convention this fall. Among those who have sent inquiries are some of the biggest and most prominent houses in the country, which indicate the importance in which they hold the Typothetae.

D. J. Kerwin, secretary of the Woodward-Tiernan Printing Company, has been in New York recently, and also in Philadelphia, attending the Label Manufacturers' National Association Convention. While in New York he was in attendance at a directors' meeting of the organization.

Robert T. Deacon, of Lambert-Deacon-Hull Printing Company, is in Philadelphia attending the meeting of the Joint Conference Council, which was held May 17. He represented the Ben Franklin Club of St. Louis.

Mack-Elliott Paper Company

*Printing Papers
Wedding and
Commercial
Stationery*

We will be in our New Location about August First

317-319 North Third Street
ST. LOUIS

We Build Quality Into Your Catalog

*When your copy
is ready, let us
tell you more
about our
wonderful
facilities*

IN every department our equipment is the very latest. It is operated by the most skilled workmen and is adequate to handle the largest job of printing and give SERVICE.

REGAN PRINTING HOUSE

523 PLYMOUTH COURT (Peterson Building)

CHICAGO

Michigan State Printers Meet

The annual convention of the Michigan Press and Printers Federation was held at Jackson, Michigan, on June 3, 4 and 5, when several hundred members of the association met to take up the matter of electing officers for the coming year, and of formulating the policies and plans of the organization.

Entertainment featured the meeting, with a banquet on Friday evening and visits to the Jackson State prison and Odd Fellows' home at other times. Speakers at the convention included Joseph A. Borden, secretary of the U. T. A.; E. J. McCarthy, president of the International Machine Composition Association, and Don V. Gerking, director of field organization of the U. T. A.

H. I. Wombacher, of the Standard Typesetting Company, Chicago, has purchased a new automobile and has invited all his friends to call on him whenever they feel like going auto riding. Line up at the right, boys; everyone will get a chance.

When you want a good,
medium priced bond
paper, loft dried and rag
ingredient, we recom-
mend

MARINE BOND

(WATERMARKED)

Carried in stock, white
and six colors, all sizes
and weights. Colors
stocked in No. 16 and
No. 20 substance, 22x34,
24x38 and 28x34.

Swigart Paper Co.

653 to 707 South Wells Street Chicago

Prepare for Machine Composition Convention

Preparations for the second annual convention of the International Trade Composition Association are already under way, and September 14, 15 and 16 are to be made memorable days in the history of the industry, for it is at that time that the convention will be held in St. Louis.

E. J. McCarthy, president; Frank M. Sherman, secretary, both of Chicago, and Henry Alwes, Kansas City, chairman of the ways and means committee, recently met in St. Louis to make preliminary arrangements.

Besides the election of officers the matter of adopting standard trade customs and other means of bettering the condition of the industry will be taken up. Entertainment will not be lacking, present plans being to have a dinner on one of the evenings, in addition to the regular banquet of the U. T. A., which meets at the same time. On the night of the fourteenth the delegates will charter a steamboat and go to one of the many beautiful resorts along the Mississippi river, where the time will be spent in general merrymaking.

Large delegations from throughout the country are expected, and New York, Boston, Chicago, Philadelphia, Cleveland, Pittsburgh, Cincinnati and other centers, will be well represented with numerous special trains scheduled to carry the various parties.

The program of business is now in the process of preparation and will be ready by the next issue of Ben Franklin Monthly, Secretary Sherman being busy on this task at present.

Re-elect Officers

Election of officers of the Chicago Trade Composition Association, held at the City Club Tuesday, May 18, resulted in all officers who served during the past year being returned to office. These include E. J. McCarthy, president; Charles L. Just, vice-chairman, and D. L. Mathews, treasurer.

A reconstruction meeting for printers of northeastern Kansas was held at Topeka, Kansas, June 4 and 5, at which time plans for a new and stronger organization of the printers of that district were drawn up.

Central Typesetting & Electrototyping Company, Chicago, has recently placed orders for six additional Model 9 Linotypes.

Reduce overhead costs by selling your paper stock to

Mendelson Bros. Paper Stock Co.

900 South Michigan Blvd.
CHICAGO, ILLINOIS

WALDEN'S

LINOTYPE MONOTYPE COMPOSITION

TO meet the demands of our customers, we have installed a battery of latest model linotypes and are now equipped to take care of the trade on both linotype and monotype composition as well as makeup.

Day and Night Service

Walden Typesetting Co.

WABASH 3596

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Chicago, Ill.

Chicago Roller Company

Manufacturers of

Printers' Rollers

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CHICAGO

1297 East Sixth Street Cleveland, O.

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Central 2911-W

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PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

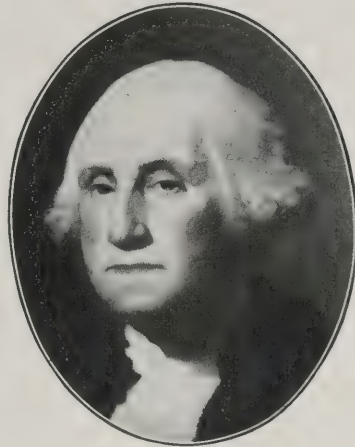
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American Type Founders Co.

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BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
PHILADELPHIA	BUFFALO	CHICAGO	KANSAS CITY	PORTLAND
BALTIMORE	PITTSBURGH	CINCINNATI	DENVER	SPOKANE
	MILWAUKEE	WINNIPEG		

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Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
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Hamilton Wood Goods
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Metal Furniture
Brass Rule
Challenge Mach'y Co. Products
Lee Two-Revolution Press
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
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LEE PAPER CO.

VICKSBURG, MICH.

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Telephone Bell Olive 7973

MINNEAPOLIS, MINN.
303 Andrus Building
Telephone Main 6246

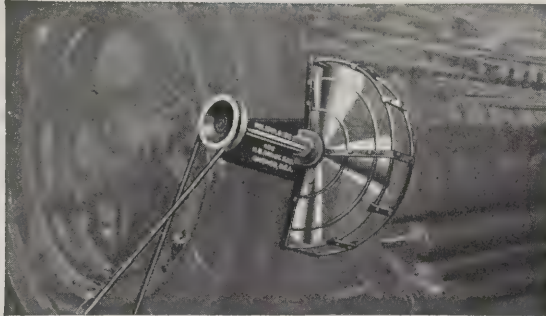
PITTSBURGH, PA.
209 Ninth Street

CINCINNATI, OHIO
307 Johnson Bldg.

Get Ready for
Summer Days

Install Rouse Roller Fans

Now! [They are a slight expense when you]
[consider the protection to your rollers]



WHY wait until the middle of summer to install Rouse Roller Fans on your cylinder presses? Put them in now and be prepared for the hot, damp weather which is on its way. Remember your troubles last season? Take time by the forelock and equip your presses now, and you will not be delayed by soft, mushy rollers next summer.

No Electrical Connections Necessary

The press supplies the power. The first cost is the only cost. Easily attached by your pressfeeder. Many satisfied customers testify to the merits of the Rouse Roller Fans. Order today.

No. 1. for No. 4 to No. 1 Miehle Presses	\$25.00
No. 2. for No. 00 to No. 00000 Special Miehle Presses	25.00
No. 3. for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4. for Miehle Two-Color Presses, with or without automatic feed, 2 fans	60.00

*Sold on a broad guarantee of
satisfaction or your money back*

H. B. Rouse & Company

2214 Ward St., Chicago

Nobody

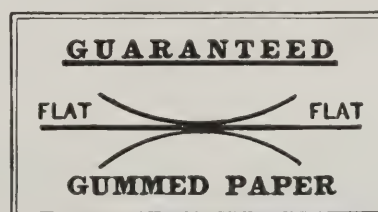
Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

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Mass.

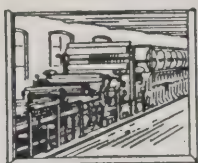


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PAPER TRADE NEWS AND VIEWS



Why Paper Costs More

A recent report sent out by the American Writing Paper Company shows that all materials entering into the manufacture of paper has increased 164 per cent since 1913 and that labor has advanced 157 per cent in the same length of time.

This means that \$2.42 is now required to buy the same quantity of wood pulp that could be bought for \$1.00 in 1913; that \$3.02 is required to buy the same quantity of rags that could be bought for \$1.00; that it now requires \$3.70 to purchase the same quantity of paper scrap that could be bought for \$1.00, and \$2.62 to buy the same quantity of chemicals that could be gotten for a similar amount seven years ago. The average shows that all materials that could be purchased for \$1.00 in 1913 now cost \$2.64, or an increase of 164 per cent.

Labor forms the second most important item in the cost of manufacturing paper, the cost of material coming first, and constituting nearly two-thirds of the total cost of manufacture. The increase in labor cost of 157 per cent means that it now takes \$2.57 to buy the same number of hours that could be bought for \$1.00 before the war.

The report points out that labor and materials constitute four-fifths of the cost of manufacturing

and that the price of paper would normally be expected to increase in comparison. This is not the case, however, for paper prices have not advanced to the same extent as material and labor, because certain elements of cost, such as power, interest, taxes, depreciation and overhead, have not increased so greatly since 1913.

From 1913 till the end of 1915 there was no great increase in the cost of elements entering into the making of paper, the general increase starting at the end of the latter year. Costs continued to increase until the middle of 1917, when there was a recession. Another recession in costs came at the close of 1918, following the armistice. In the spring of 1919 another rapid upward movement took place.

This study of costs and paper prices was prepared by the statistical department of the American Writing Paper Company, for the purpose of determining the future course of the paper market. One particularly significant statement in the report is to the effect that in 1916 paper prices advanced very rapidly and that this advance practically forecast the advances of other commodities. "This might possibly be a forecast of the conditions of 1920," the report declares.

Seeking Substitutes for Print Paper

The American Press Association asks an appropriation by Congress of \$250,000, to find a substitute for wood pulp for the manufacture of print paper. It charges that prominent paper manufacturers have prevented experiments in the use of corn stalks, cotton plant stalks, and other farm products, going so far as to influence Government officials engaged in this work.

In India paper is made from grass which has three different names—sabai, baib and bhabar—stiffened with imported chemical wood pulp. This is used to manufacture the finer papers. Lower grades are made from waste paper, grass, jute and hemp waste, with liberal quantities of China clay.

Neenah Co. Makes Record

A remarkable record of efficiency and "safety first" has been made by the Neenah Paper Company, of Neenah, Wisconsin, which has not had a "lost time" accident among its 252 employes for a period of over 570 working days. The National Manufacturers Bank, of that city, recently carried a display advertisement in the newspapers, calling attention to this fact.

Bond D'Aigle, manufactured by the American Writing Paper Company, is now being handled by Bradner, Smith & Company, Chicago.

*waste
paper*

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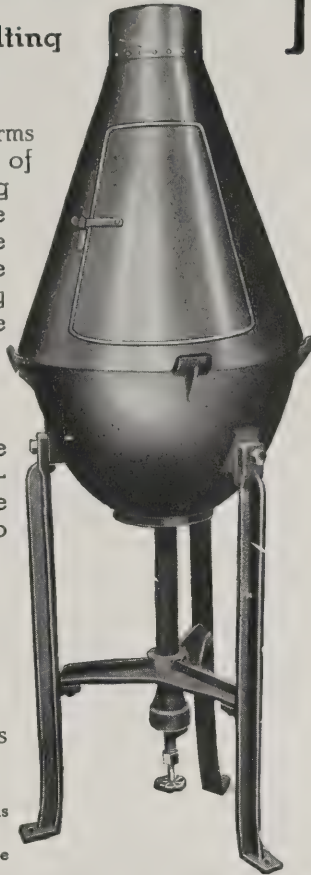
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"Oh, I don't have to. You see I have Stanton in my Cabinet."

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Central States Association Elects Miller President

A. M. Miller, of the Central Ohio Paper Company, Columbus, was elected president of the Central States Paper Trade Association at its annual meeting held at the Hotel Morrison, Tuesday, May 25. The other officers elected were A. E. Stevens, Chope-Stevens Paper Company, Detroit, vice-president; P. H. Clifford, C. P. Lesh Paper Company, Indianapolis, treasurer, and C. K. Higgins, Chicago, re-elected secretary.

The next regular meeting is to be held in Deroit, at a time not yet decided.

Rosenberg Leaves Kenfield-Leach

H. H. Rosenberg, who has been connected with Kenfield-Leach Company, 610 Federal street, as vice-president for a number of years, has severed his connection with that company and after taking an extended vacation, which commenced June 1, will probably return to Chicago and start a printing plant of his own, although his plans in this connection have not yet been definitely announced.

Mr. Rosenberg is one of the livest among the younger generation of Chicago printing executives and has taken an active part in all of the activities of the industry. He was a member of the Promotion committee of the Franklin-Typothetae of Chicago and was one of the committee's hardest workers.

He was accompanied on his trip by Mrs. Rosenberg.

The Howard Paper Company, Urbana, Ohio, the home of "Howard Bond," has just completed a \$100,000 boiler plant, installing a new Stirling boiler and Riley stoker, which makes their plant one of the most complete in the Miami Valley, and places them in a much better position to take care of their many customers, throughout the United States.

Peter R. Thom, for years superintendent of the Kimberly-Clark Paper Company, Appleton, Wisconsin, who died last month in Hollywood, California, left an estate of \$400,000 to his widow, Mrs. Mary Thom, and his children.

The American Writing Paper Company reports surplus for the year ended December 31, 1919, was \$3.48 a share on \$12,500,000 preferred, after charges and federal taxes, against \$10.02 for the previous year. The shares are \$100 par.

The Gilbert Paper Company, Menasha, Wisconsin, has recently gotten out a folder enclosing samples of its Lancaster Bond, which is attracting unusual attention by reason of its daintiness and general make-up.

Great Lakes Paper Company, 515 South Wells street, has secured the agency for Resource Bond, manufactured by the Gilbert Paper Company.

Chevron Bond, a product of the American Writing Paper Company, is now sold in Chicago by Blunden-Lyon Company, 108 West Harrison street.

Russia, with a population of over 178,905,500, has only thirteen small paper mills in operation, and the country is suffering from a paper famine.

P. E. King, secretary of the Empire Paper Company, is ill at the Presbyterian hospital.

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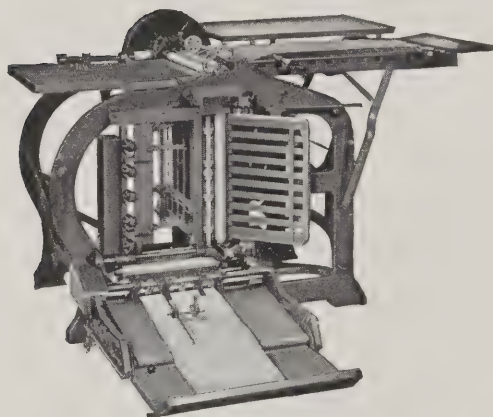
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Chicago News

Continued from page 38

Sommers & Erickson, printers, have moved into the building at 439 South Clark street, which has recently been remodeled. The company was formerly located in the Caxton building, 508 South Dearborn street. At their new home it is planned to add a cylinder press and considerable bindery equipment. The company has taken an entire floor at the Clark street address and now has 5,000 square feet of floor space. The owners are H. J. Sommers and Frank S. Erickson.

Joe Tattera, better known as Tattera-Typographer, who recently bought out the Updike, Perry Company, 2315 West Sixty-ninth street, and moved it to 1637 West Thirty-fifth street, is making rapid progress in his new plant, where he is turning out work of high excellence. The firm has become a member of The Franklin-Typothetae and has installed the Standard Cost System. Walter J. Sutter, also well known in the trade, is manager of the company.

Smith-McCarthy Typesetting Company, 508 South Dearborn street, has recently installed a new Monotype keyboard and a new Model 5 Linotype. The company has also added new stones and frames to its make-up department, which, with a complete rearrangement, adds greatly to the efficiency of the plant.

H. C. Wisner Company, 432 South Dearborn street, has moved to 439 South Clark street, where the company will have additional floor space and will add considerable new equipment.

Comet Engraving Company is now located at 501 South Dearborn street, having moved within the last month from 542 South Dearborn. The new telephone number of the company is Harrison 7112.

The office and call room of Franklin Union No. 4 is now located at Bricklayers Hall, 36 and 38 South Peoria street, main floor. The new telephone number is Monroe 6798.

Emil Forslund, typesetter, has moved his plant from 127 North Dearborn street to room 202, 501 Plymouth Court. Mr. Forslund also plans to move his other plant, now located at 56 West Washington street, to his new location.

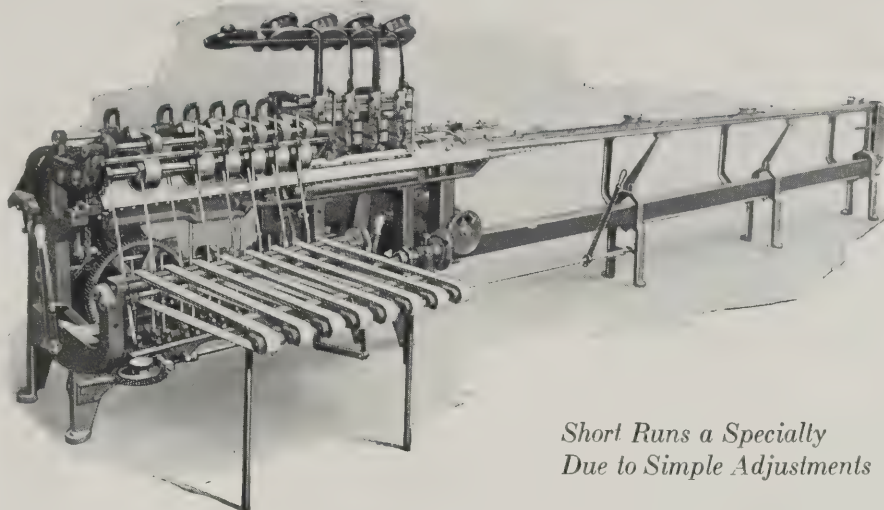
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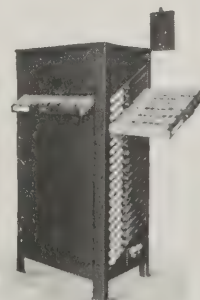
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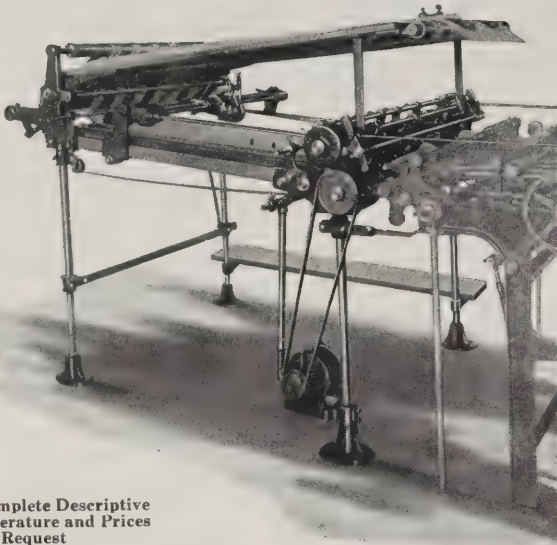
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Efficiency in Handling Paper

Continued from Page 16

The saving in initial cost through the use of Transveyors is apparent from even a cursory examination. If 150 platforms were to be employed at \$2.00 each with two Transveyors costing \$280.00, the total cost would be \$580.00, whereas, with an equipment of 150 old four-wheeled trucks the investment would be at least \$2,000.00.

Having purchased the equipment and made an initial saving, the advantages have only started, because the value of the wooden platform equipment, when paper is stored upon it and temporarily out of use, is very small, so that the interest charge is correspondingly little.

Transveyors Save Space

Another valuable consideration is the matter of the small space in which platforms can be nested, whereas with four-wheeled trucks a very considerable floor space is necessary and the head room cannot be availed of because four-wheeled trucks cannot be piled on top of one another.

The elimination of all handling and the easy lifting which the lift truck introduces, makes it particularly desirable and numbers of superintendents will have nothing to do with a plant unless it is suitably equipped with this type of apparatus. The heavier the sheet the greater the reason for its use.

Various types of paper lifts serve to assist in the employment of lift trucks. As soon as the skids are loaded automatically with the paper they are lowered to the ground, ready for the elevation of the truck and the hauling off of the load.

The work of handling being made easier and quicker, speeds up the other departments and results in a very noticeable increase in production, as well as reduction in cost of moving, packing and unpacking.

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Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.
457	17x22-13		8	17x22-13		197	17x22-13		18	17x22-13		*	17x22-13		6	17x22-13		22	17x22-13	
594	17x22-16		433	17x22-16		298	17x22-16		33	17x22-16		95	17x22-16		228	17x22-16		27	17x22-16	
947	17x22-20		303	17x22-20		173	17x22-20		5	17x22-20		35	17x22-20		143	17x22-20		*	17x22-20	
217	17x22-24		*	19x24-16		72	19x24-16		18	19x24-16		72	19x24-16		*	19x24-16		*	19x24-16	
144	19x24-16		112	19x24-19½		112	19x24-19½		*	19x24-19½		*	19x24-19½		84	19x24-19½		*	19x24-19½	
252	19x24-19½		96	19x24-24½		*	19x24-24½		*	19x24-24½		*	19x24-24½		24	19x24-24½		*	19x24-24½	
288	19x24-24½		*	17x28-16½		72	17x28-16½		72	17x28-16½		*	17x28-16½		*	17x28-16½		*	17x28-16½	
144	17x28-16½		112	17x28-20½		112	17x28-20½		56	17x28-20½		*	17x28-20½		48	17x28-20½		*	17x28-20½	
288	17x28-20½		78	17x28-25½		90	17x28-25½		42	17x28-25½		*	17x28-25½		42	17x28-25½		*	17x28-25½	
*	17x28-25½		*	22x34-26		74	22x34-26		5	22x34-26		*	22x34-26		5	22x34-26		8	22x34-26	
88	22x34-26		161	22x34-32		120	22x34-32		15	22x34-32		32	22x34-32		79	22x34-32		12	22x34-32	
72	22x34-32		131	22x34-40		79	22x34-40		*	22x34-40		3	22x34-40		28	22x34-40		*	22x34-40	
378	22x34-40		*	24x38-32		18	24x38-32		*	24x38-32		18	24x38-32		*	24x38-32		*	24x38-32	
48	22x34-48		42	24x38-39		47	24x38-39		7	24x38-39		3	24x38-39		35	24x38-39		7	24x38-39	
36	24x38-32		36	24x38-49		*	24x38-49		12	24x38-49		4	24x38-49		12	24x38-49		*	24x38-49	
89	24x38-39		*	28x34-33		18	28x34-33		18	28x34-33		*	24x38-49		*	28x34-33		*	28x34-33	
66	24x38-49		42	28x34-41		48	28x34-41		7	28x34-41		*	28x34-33		31	28x34-41		7	28x34-41	
36	28x34-33		33	28x34-51		33	28x34-51		11	28x34-51		*	28x34-51		11	28x34-51		*	28x34-51	
104	28x34-41																			
11	28x34-51																			

GREEN			OPALINE			PINK			PRIMROSE			RUSSETT			SALMON		
Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.	Rms.	Size	Wt.
68	17x22-13		104	17x22-13		2	17x22-13		103	17x22-13		103	17x22-13		26	17x22-13	
107	17x22-16		142	17x22-16		96	17x22-16		140	17x22-16		72	17x22-16		36	17x22-16	
159	17x22-20		76	17x22-20		78	17x22-20		84	17x22-20		56	17x22-20		15	17x22-20	
72	19x24-16		72	19x24-16		*	19x24-16		72	19x24-16		64	19x24-16		*	19x24-16	
62	19x24-19½		56	19x24-19½		*	19x24-19½		84	19x24-19½		56	19x24-19½		*	19x24-19½	
48	19x24-24½		48	19x24-24½		*	19x24-24½		48	19x24-24½		48	19x24-24½		*	19x24-24½	
*	17x28-16½		72	17x28-16½		*	17x28-16½		72	17x28-16½		64	17x28-16½		*	17x28-16½	
56	17x28-20½		56	17x28-20½		*	17x28-20½		84	17x28-20½		84	17x28-20½		*	17x28-20½	
42	17x28-25½		44	17x28-25½		*	17x28-25½		46	17x28-25½		64	17x28-25½		*	17x28-25½	
8	22x34-26		30	22x34-26		*	22x34-26		27	22x34-26		28	22x34-26		15	22x34-26	
69	22x34-32		50	22x34-32		33	22x34-32		51	22x34-32		81	22x34-32		18	22x34-32	
52	22x34-40		21	22x34-40		25	22x34-40		28	22x34-40		26	22x34-40		6	22x34-40	
18	24x38-32		18	24x38-32		*	24x38-32		18	24x38-32		18	24x38-32		*	24x38-32	
28	24x38-39		21	24x38-39		5	24x38-39		35	24x38-39		18	24x38-39		6	24x38-39	
12	24x38-49		12	24x38-49		*	24x38-49		12	24x38-49		12	24x38-49		*	24x38-49	
*	28x34-33		18	28x34-33		*	28x34-33		18	28x34-33		18	28x34-33		*	28x34-33	
17	28x34-41		21	28x34-41		1	28x34-41		34	28x34-41		32	28x34-41		5	28x34-41	
11	28x34-51		11	28x34-51		*	28x34-51		11	28x34-51		22	28x34-51		*	28x34-51	

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FOR SALE—Only exclusive Job Office in town of 10,000 in southern Wisconsin. A splendid opportunity for a live printer. Sickness reason for selling. Address A. 128, care Ben Franklin Monthly, Chicago.

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FOR SALE—Cylinder presses, Gordon presses, paper cutters, stitchers, folders, proof presses, saws, composing room equipment, perforators, punches, cutters and creasers, chases, sectional blocks, galleys, galley cabinets in new and rebuilt goods. Also 38x48 Huber-Hodgman 2-rev. press, heavy modern style with Cross feeders, 35x47 Brown jobbing folder, 20x30 Thomson cutter and creaser, 14x22 Colts Armory press, 29x42 Scott, four roller press, carrier delivery. Bargains in small drum presses can be used for special work. Tell us your requirements and about your surplus machinery you have to dispose of. Ask about three cylinder plant with lino-type, Gordons, folders, etc. **Wanner Machinery Company**, 716 S. Dearborn street, Chicago.

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THE EQUIVALENT weight per ream in any possible size sheet and the equivalent price per 100 sheets of cardboard in any possible size sheet, with the proportionate size of any cut or drawing for reduction or enlargement, easily told by means of the **Paper Equivalentor**, a handy pocket size device. For sale by **Ben Franklin Monthly**, 508 South Dearborn street, Chicago. Price, \$1.50.

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Therefore, if by increased facilities and short cuts in operation, we are enabled to reduce cost of production, it is our policy to share this advantage with our customers. Quality and Service, however, must always be of the highest standard, for on this basis alone can any business hope to exist. A purchaser has no moral argument to support him in changing from a concern who serves him faithfully and honestly, to one whose only claim is price cutting.

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508 So. Dearborn St. : Harrison 3864



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PATRIOT
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BEN FRANKLIN MONTHLY

A JOURNAL FOR THE
PRINTING, PAPER
AND
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING Co.
508 S. DEARBORN ST. CHICAGO, ILL.



OUR PAPERS REQUIRE NO EXPLANATIONS



UNIVERSITY OF ILLINOIS

JUL 16 1920

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THE ARTICLE BY PAT KAY ON PAGE 22
ALSO "THE STANDARD COST SYSTEM IN A TRADE PLANT" BY E. C. FLINN, PAGE 26.



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and you will always
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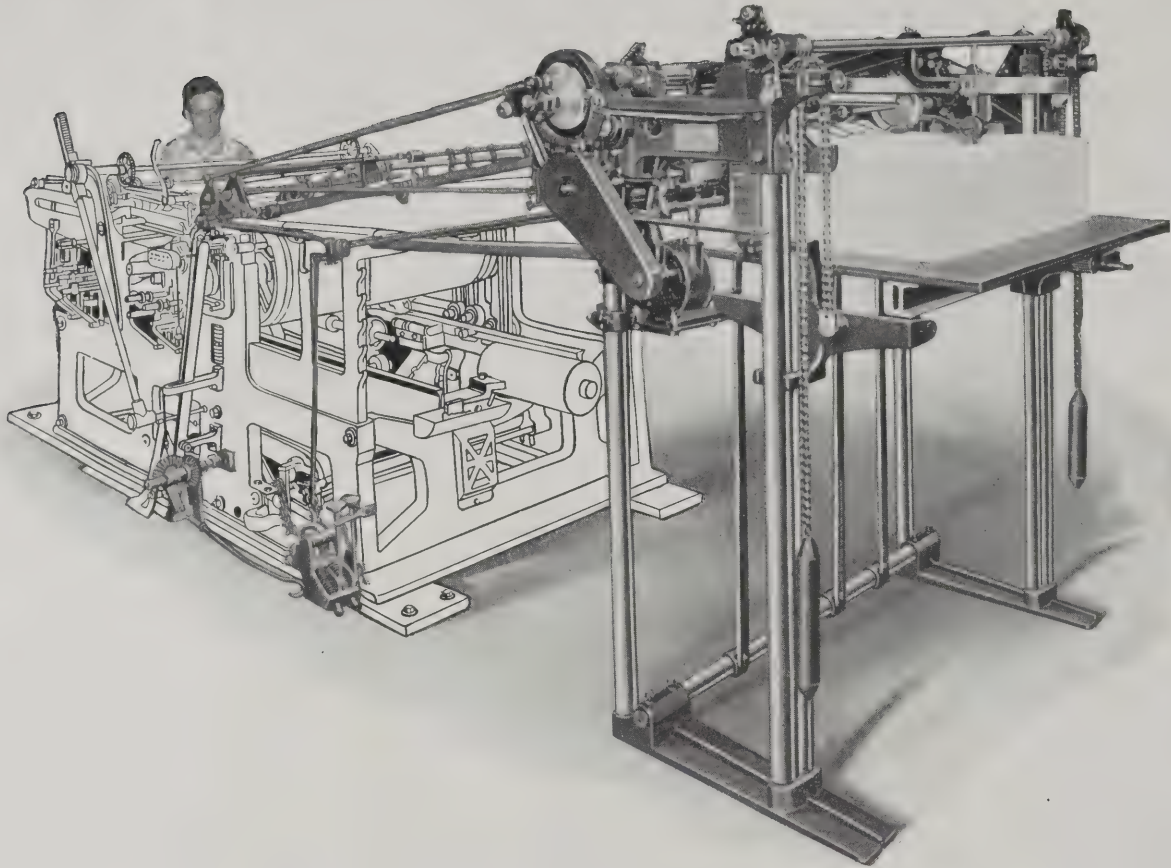
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"THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

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equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines

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HIGH GRADE PAPERS



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445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882

Testimony

Here's what representative members of Franklin-Typothetae think of their Credit Bureau! Every one of these firms has used the Credit Bureau repeatedly—and every one of them has found such service of vital worth, as the letters prove. Nor is this all the "testimony in the case". There is more to follow, in the shape of many other equally complimentary communications.

Chicago, June 10, '20.

"We value your credit information very highly. We never put a new account on our books without consulting you, and think it one of the greatest assets of the Franklin-Typothetae."

STANDARD TYPESETTING CO.
H. I. Wombacher, Pres. & Treas.

Chicago, June 9, '20.

"We think it is due you to know how highly we appreciate the prompt and satisfactory service you have given us in recent inquiries about credits and the efficient handling of slow and desperate accounts we have sent to you for collection. The information you have been able to give about the financial standing and trade habits of parties we have inquired about has been full and reliable. Your department has been a great help to us."

W. P. DUNN CO.
W. P. Dunn, Pres.

Chicago, June 13, '20.

"Our business has been established just seven years today and in this time we have had very little loss through bad accounts. We believe that the Printing Trades Credit Association should be given a great deal of credit for this excellent showing. We have never taken in any new account without getting a report from Mr. Kagey. We believe that if the members of the Franklin-Typothetae of Chicago take advantage of the benefits of the Credit Association, they will be well paid for their trouble."

SMITH-McCARTHY TYPESETTING CO.
E. J. McCarthy, Pres. & Treas.

Chicago, June 10, '20.

"The writer takes pleasure in stating that the service rendered our concern by the Credit Bureau has been in every way satisfactory and worth many times its cost. We have been able in many instances to receive immediate reports from your office, whereas it took several days to secure same through other commercial agencies. Every printer in Chicago can profit by subscribing to your Bureau."

POOLE BROS.
H. M. Loth, Treas.

Chicago, June 14, '20.

"We beg to acknowledge the fine service in Credits and Collections derived from the Bureau. Our experience has been more than satisfactory, especially when compared with the results obtained from other sources used in the past. The Trade should use and co-operate with the Bureau so that the service can be 100 per cent perfect, which we know is your aim. For results call Mr. Kagey."

J. P. BLACK & CO.
J. P. Black, Pres.

Chicago, June 9, '20.

"Under no circumstances would we be without the services of your Credit Bureau because you have aided us several times in checking up new accounts and the information given is invariably so correct that we are disposed to be guided by it, rather than putting all of our faith in the Mercantile Agencies reports. We also think your system of keying each member's customers is splendid."

THE COMMONWEALTH PRESS,
J. P. Cassidy, Pres.

Chicago, June 10, '20.

"Have been using the Credit Bureau and Collecting Service for over five years with very pleasing results and am satisfied it is the very best Credit Bureau in the Printing World."

C. J. FARWELL CO.
C. J. Farwell.

Chicago, June 9, '20.

"We have used several companies for credit and collection service and for the last year have used the Franklin-Typothetae service exclusively, which fact naturally indicates we have found it the most satisfactory of all. We are convinced that if all the Franklin-Typothetae members would make more use of this bureau they would come to the same conclusion. Since we have been calling Mr. Kagey about credits, we have had very few collection accounts to turn over to the bureau."

PARKER PRINTING CO.
Stacy B. Parker.

Chicago, June 15, '20.

"The Credit and Collection Department has rendered valuable service to our firm. We should have been unable to make the collections thus made, thereby saving us many dollars, besides having a wholesome and stabilizing affect upon the buyers of printing. We are especially anxious that the smaller printer make liberal use of this activity. May we not hope that all the printers of Chicago, large and small, will come into the organization to enjoy its great advantages."

SEVERINGHAUS & WEILER,
Chas. Severinghaus.

What of YOUR credit and collection problems? Have you made use of the Credit Bureau in their solving? If not, the best time in the world to start is right now! This Bureau is maintained exclusively for the benefit of your craft; it is better equipped to handle its particular work than any other organization, and more successful at that work. Use it!

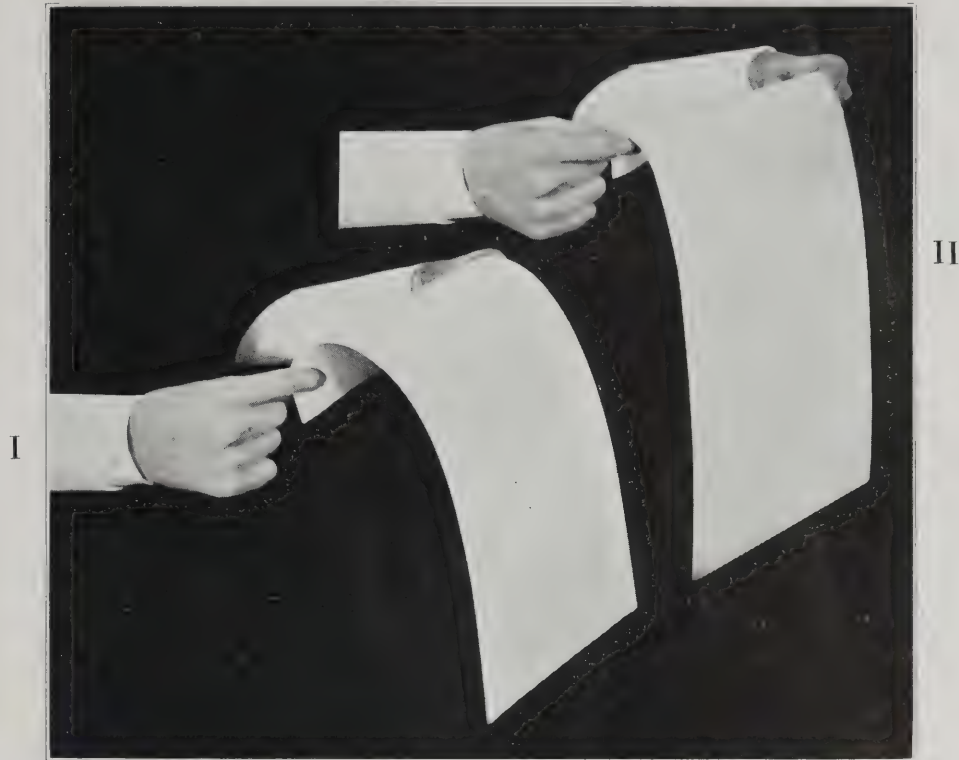
Printing Trades Credit Association

Affiliated With The Franklin-Typothetae of Chicago

Telephone Harrison 6392

Ask for Mr. Kagey

COMPARISONS ARE ODIIOUS



We admit it—but gee whizz how are you going to help making comparisons when your product is so much better than the rest of 'em.

Now look at the two sheets.

You don't have to strain your eyes to see the difference. One glance is enough.

No. 1 sheet is a fine piece of stock. You can get it in many places.

No. 2 sheet is an equally fine piece of ledger stock.

But look at their behavior. That's what counts—the same as in raising children.

No. 1 sheet belongs to a stiff-necked generation—it makes you cuss the day you try to make a job of it.

No. 2 sheet is like a sweet, tractable child. It is good looking. (No. 1 has nothing on it for looks). It takes its place gracefully in the bound book. It doesn't get its back up in a hump. It opens flat—it stays open readily—it takes the ink smoothly and it presents a perfectly smooth, even surface for ruling.

Comparisons—did you say? ***There are none.***

Specify EMPIRE HINGE LEDGER and your customer will never say—"Look at the darn thing".

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Established 1895

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ARTISTS—ENGRAVERS—ELECTROTYPERS

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OUR SPECIALTIES

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- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Such Printing as Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

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(Linotype, Monotype and Hand)

PRESSWORK
(The usual, also Color and Rotary)

Binding
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

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For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

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We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

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We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

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We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our binding and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

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Polk and La Salle Streets

CHICAGO, ILLINOIS

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¶ Our Book department will take copy as it comes from the author and compile a volume, assuming responsibility for all technical details, and show proofs of a complete book.

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Cases	- - - -	22.80	Cwt.
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CHICAGO

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Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your customers' sales story across—perfect reproduction—creating the proper mental attitude and approaching the prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your customers' direct advertising campaigns that will form a profitable basis for your paper specifications.

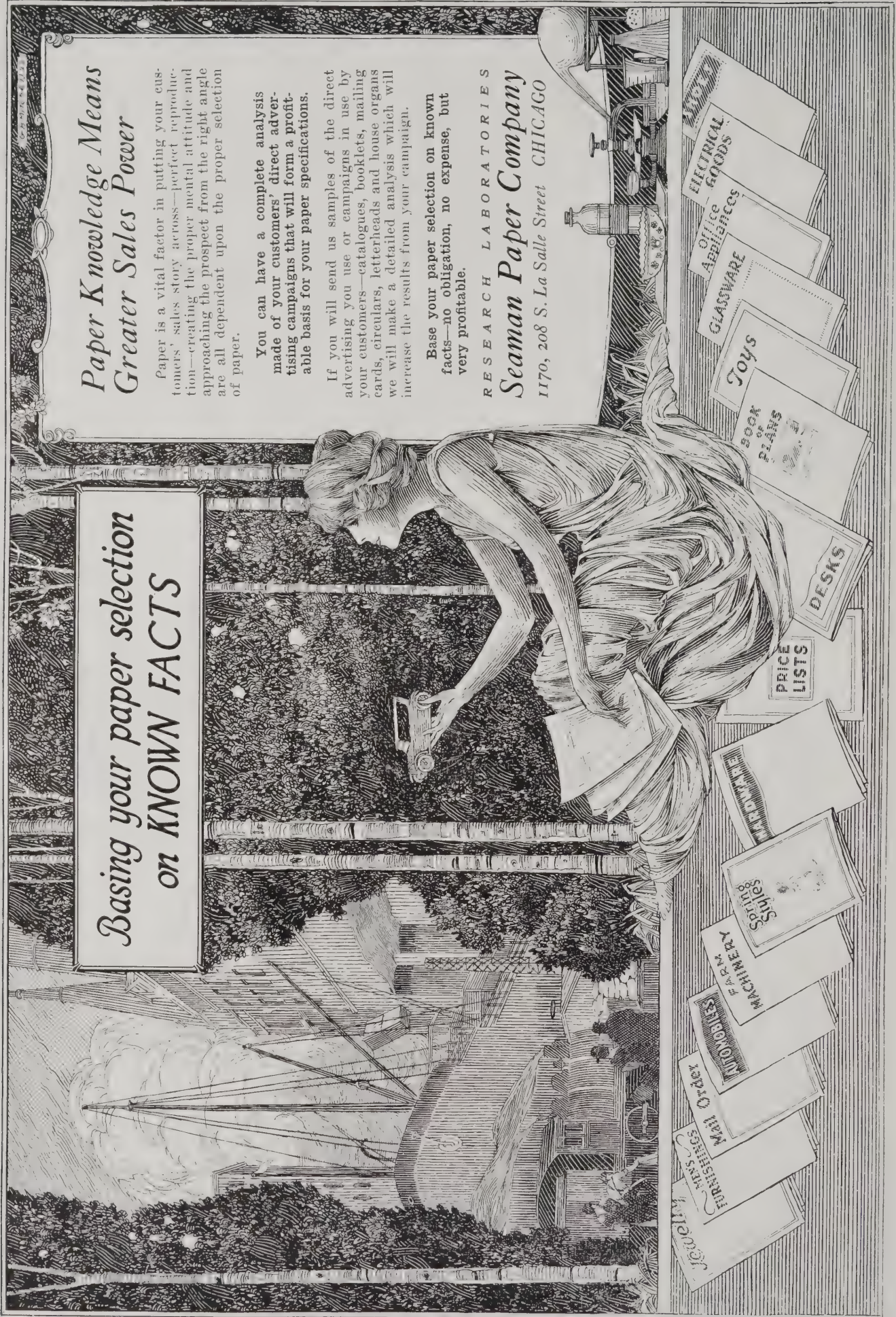
If you will send us samples of the direct advertising you use or campaigns in use by your customers—catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense, but very profitable.

RESEARCH LABORATORIES

Seaman Paper Company

1170, 208 S. La Salle Street CHICAGO





Vol. XVII

20c the copy

JULY 1920

\$2.00 the year

No. 10

THIS ISSUE CONTAINS

A FRIEND of ours dropped into the office the other day—a friend we hadn't seen for several years, and you can imagine the joy with which he was greeted. We are attempting to make Ben Franklin a friend and we want the time between issues to seem like years and then when the tenth of the month rolls around and the postman brings Ben Franklin to your office we want you to pounce upon it and greet it just like we did our friend, for we knew he would have lots of news of the old home town and information that would prove valuable to us. Of course it depends a great deal upon us just how you receive this publication, but very often the editors get so very far away from the readers that it is impossible to give them what they want. For that reason we like to hear from our subscribers. If they believe the magazine is rotten, we want them to say so—to us, so that we can fix it up right away. If it is good, tell us that too, and aside from that we don't care how many more you tell the same thing.

But honestly, we want you to feel that this is your magazine and that any suggestion you make for its betterment will be acted upon. Send in some ideas and see if we won't follow 'em out.—THE ED.

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Here's the truth, the whole truth and nothing but the truth about Resource Bond:

It is a rag-content sheet of reasonable strength and not subject to deterioration when filed away.

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It lays flat on the press and lends itself equally well to letterpress or offset printing whether hand or mechanically fed.

31

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Industrial Situation to Occupy Attention of U. T. A. Convention

Paper Also Looms as Big Subject. Group Meetings for All Affiliated Organizations. Attendance of 1600 Expected

With sixteen hundred persons expected to attend the thirty-fourth annual convention of the United Typothetae of America, to be held in St. Louis, September 13, 14 and 15, plans are rapidly coming to a head for what is expected to be the largest and best annual meeting ever held. The final details of the program will be decided at a meeting of the executive council, to be held in Chicago, July 15, 16 and 17.

While the program will not be ready for publication until several weeks after that date, it was announced at headquarters last week that this year's convention, as the previous two, will be devoted entirely to business, with no entertainment, it being believed that the vast amount of work to be done in the three days allotted can only be accomplished by adhering strictly to business.

The industrial situation and the condition of the paper market loom as the biggest factors to be handled and these two issues will come in for considerable attention. A complete showing of what the U. T. A. can do and is doing for its members will also be made, with the purpose of getting the members to make more use of its services.

Sessions will begin at 9:30 in the morning with adjournment for luncheon at 1:00 and a resumption of activities at 2:30. The morning meetings will be general, while those of the afternoon will be for the "Groups," such as the "Open Shop," "Closed Shop," Bookbinders' and Trade Composition divisions. Meetings will also be held for the local secretaries, field organizers and field accountants. At the same time the Printing Secretary-Managers' Association, composed of local secretaries, will hold its annual meeting. It is also proposed to call a meeting of law printers and of printing trade paper publishers.

In addition, the exhibit of the American Institute of Graphic Arts, recently shown in New York City, will be displayed, a portion of the space having already been given it. The advertising and educational bureaus of the United Typothetae will also have exhibits. The U. T. A. has reserved for its own use the first and mezzanine floors of the Hotel Statler, where the convention is to be held.

Reservations for the convention are being made rapidly, and each person who is to attend should make his own arrangements direct with the hotels, a list of which is carried on this page. A special train will carry Chicago delegates to St. Louis, while special cars will make the trip from Boston, New York, Philadelphia and other points in the East.

This will be the first time the convention has been held in St. Louis since the second Printers Cost Congress in 1910 and the St. Louis organization is co-operating with the U. T. A. officials in every way possible to make the convention the best ever held.

Bookbinders to Organize

Bookbinders of the United States will meet in St. Louis September 13, 14 and 15, at the same time that the annual convention of the United Typothetae

of America is held. Plans to this end were formed at a meeting of representatives of the Employing Bookbinders' Associations of Cleveland, Boston, New York and Philadelphia, held in Chicago last month.

It is proposed to start a national organization of bookbinders, affiliated with the U. T. A., similar to the branch formed for machine composition plants last fall.

Those who attended the preliminary meetings in Chicago were: Louis Statenstein of the American Book Bindery, New York; John J. Lauben, Thomas Russell & Son, Inc., New York; R. E. Baylis, Eugene C. Lewis Company, New York; D. S. Brassil, D. S. Brassil Bindery, Inc., New York; F. H. Whipp, Forest City Book Bindery, Cleveland; David B. Shipp, Murphy-Parker Company, Philadelphia, and Mr. Zeigler, Franklin Bindery, Philadelphia.

While in Chicago the delegates were guests of T. E. Donnelley, of R. R. Donnelley & Sons Company at a dinner at the Union League Club, and of A. J. Brock, of Brock & Rankin, at a dinner at the Chicago Athletic Club.

Officers of the Chicago Association of Employing Bookbinders, who acted as hosts, are: A. J. Brock, president; Joseph T. White, treasurer, and T. H. Morrison, secretary.

St. Louis Hotels

All European Plan

The Location and Rates

RATES

HOTEL, NUMBER OF ROOMS AND LOCATION	RATES	
	ONE PERSON With Bath	TWO PERSONS With Bath
American, 275 R..... 7th and Market Sts.	\$2.00—\$4.50	\$3.00—\$5.00
American Annex, 225 R... 6th and Market Sts.	\$2.00—\$3.50	\$3.00—\$5.00
Jefferson, 400 R..... 12th and Locust Sts.	\$2.50—\$6.00	\$4.00—\$10.00
Laclede Hotel, 265 R..... 6th and Chestnut Sts.	\$1.50—\$3.00	\$2.00—\$3.00
Majestic Hotel, 200 R..... 11th and Pine Sts.	\$1.75—\$3.00	\$2.75—\$5.00
Marion Roe, 200 R..... Broadway and Pine St.	\$1.50—\$2.00	\$2.50—\$3.00
Marquette, 400 R..... 18th and Washington Ave.	\$2.00—\$4.00	\$3.00—\$5.00
Maryland, 240 R..... 9th and Pine Sts.	\$2.00—\$3.00	\$3.00—\$5.00
Planters, 400 R..... 4th and Pine Sts.	\$2.00—\$5.00	\$4.00—\$7.00
Plaza, 200 R..... 3301 Olive Street	\$1.50—\$3.00	\$2.50—\$5.00
Statler, 650 R..... 9th and Washington Ave.	\$2.00—\$6.00	\$3.00—\$7.00
Terminal, 100 R..... Union Station	\$2.50	\$3.50—\$4.00
Warwick, 200 R..... 15th and Locust Sts.	\$2.00—\$4.00	\$3.00—\$5.00

St. Louis has 165 hotels in addition to a large number of apartments for transient guests.

Ten per cent of England's printers were killed in action during the world war, according to Cecil Johnson, head of the Printers' Alliance of Great Britain. This does not include those wounded and permanently disabled.

Photo Engravers Adopt Standard Ink Colors

A. P. E. A. Convention Recommends Use. Marks Forward Step in Industry

Possibly the most important matter which came before the American Photo-Engravers' Association at its recent convention was that of standardizing ink colors, and since the action of this group of the Graphic Arts so largely controls this feature, for it is the engravers who have to make the plates, it becomes apparent that a big step toward carrying out this plan has been taken.

For that reason, there is reproduced below the report of the committee on ink standardization of the A. P. E. A. as given by W. J. Wilkison, its chairman. This report received the unanimous approval of the delegates and has now become part of the policy of the photo-engravers of the United States and Canada. Mr. Wilkison's report follows:

"A year ago at the convention in Buffalo you did me the honor of nominating me chairman of a committee which had for its purpose the possible standardization of color process inks. The need of such standardization is apparent and real and I wish to place before you the results of my findings and ask that you consider them carefully and act upon my recommendations as you may find it beneficial or advisable; or discard them as you see fit.

"At the outset it became apparent that color standardization is a matter which chiefly concerns photo-engravers; and although printers are directly interested, we cannot accomplish a real result that will go deep enough into the matter unless we follow to some extent the basis of the three and four color processes.

"Scientists tell us that there are just three colors which we can use, but most of them who claim to be inventors of these processes do not agree as to just what these colors are. It is a known fact that these colors are only obtainable at such prices as would make an extended edition of any color form in the majority of cases quite out of the question. That is not the only objection; but the fact that the colors indicated by scientists are made of very rare dyes and difficult to obtain would make it inadvisable to adopt these colors as standards. Also, the methods of how plates are produced vary in nearly every instance; no two engraving houses use the same lenses, color filters or photographic plates, and consequently what would answer in one case would not do at all for the other. So I think it would not only be impossible, but unwise and inadvisable to fit a standard for color process inks by mere theory without being able to standardize all methods, materials and instruments used for the production of the plates. The standardization of all these items would, in my estimation, be impossible and perhaps undesirable, for it would eliminate much of the individuality of each concern which I think would tend to be detrimental to the craft as a whole.

"Now, while it matters very little by what method color plates are made, it does matter that they be produced as economically as possible and that unnecessary work be eliminated and a standard product be produced. This is the greatest benefit which can be derived from the standardization of color process inks. When we adopt such a standard and adhere to it rigidly both for three and four color process plates it will reduce the cost of plate making

—through the elimination of guesswork—and naturally will tend also to reduce the cost of printing inks. Instead, as is now necessary for the ink maker to match each fanciful shade an engraver may ask for, he can just carry the inks of the adopted shades. This will eliminate waste and naturally result in the reduction of the prices of inks. It will also greatly help the printer in his work and enable him to turn out a better quality of printing and of greater uniformity than heretofore possible.

"Frequently a printer receives several sets of plates made by various engravers to be run on the same form, all of which are proved with different inks, and it is well nigh impossible for him to match the final result shown on the progressive proofs submitted if he has to use arbitrary inks which match neither one nor the other. Heretofore, the printer or publisher has been buying inks of such shades as he could acquire most reasonably, or of which the ink maker had such quantities as to make a low price possible; and these inks have been supplied by the client to the engraver and it was up to him to match the colors of the copy as best he could. The expense of this futile and costly experiment is borne by the engraver. Now I think this a very bad practice. We cannot produce the right result with the wrong material and we are footing the bill of the experiment. Our men are continually at sea as to the result the proof will show when a job is proved with a set of inks supplied by a client, and when they have finally adjusted themselves to the result these inks will give, they are given a different set of colors supplied by another client to be used on a succeeding job. Why this waste of time and money? Why add difficulties to an already difficult proposition? It seems to me—and I offer the suggestion for your consideration—that the association adopt one set of colors to answer all purposes and pledge themselves to use only these officially adopted inks. The selection of these colors should be as nearly correct as possible, and of such nature as to reduce handwork on plates to the greatest extent possible.

"We should select for the yellow a color which contains no red—or as little of it as possible—for if it does contain red, the red plate will require a great deal more etching, particularly in greens. Hence we should use as nearly as possible a pure lemon yellow, for we can easily warm it where required with a tone in the red plate. The red ink should contain no yellow, for otherwise it will be difficult to produce pinks and purples. The blue should be free of red, as nearly as possible. This will tend to reduce the work on the red plate. We all know that the red plate is a trouble maker. Dyes which will perfectly sensitize the red negative for greens and blue are not yet available, and therefore the greater portion of handwork on a set of plates is required on the red plate. The yellow and blue therefore should contain no red; this will help to make the red plate much easier.

"The next requirement in the selection of inks—and one of great importance—is to see that colors are chosen that will not fade quickly when exposed to strong light. Nearly all printing inks will fade under the direct rays of the sun, come to a greater

Concluded on page 71

Chicago Wages Increase 149 Per Cent in 19 Months Survey Shows

That "ruthless competition" among Chicago book and job printers has injured the business as a whole and that "improper division of attention between purchasing and selling" has been another weakness are two major findings in a report just submitted by the Bureau of Business Research of Northwestern University School of Commerce to the Franklin-Typothetae of Chicago. Prof. Horace Secrist was in charge of the survey, which covered several weeks of time and involved the use of half a dozen experts. That the competition "evil" is gradually being adjusted in Chicago is admitted, but the other weakness, Prof. Secrist says, "needs immediate attention."

The survey doesn't show that Chicago printers are paying extremely high wages, save in a few instances. The average weekly earnings of 1,336 employes was found to be \$30.62, but 28.4 per cent earned more than \$40 a week. Of the more highly compensated workers, 7.6 per cent earned over \$50 a week. The charts show, in this connection, that only six employes, all union men, received \$65 or more. They are hand compositors of the highly expert class.

Other interesting data obtained from the survey shows that in percentage of growth since 1899, Chicago is exceeded only by Cleveland and that in the terms of Chicago's standing all cities, except New York, are inferior, and that with the development since 1899, all cities, except Cleveland, have been losing in comparison with Chicago.

From October, 1918, to September, 1919, the employed force of the industry increased 14.6 per cent, while the increase for all workers during the same period was 21.7 in union and 11.5 per cent in open shops.

Among male employes the information on labor turnover shows that 6.9 per cent were discharged, 15.7 per cent were paid off, 32.8 per cent resigned, .2 per cent died, .6 per cent other reasons, 43.2 per cent no record and .6 per cent transferred.

The manner in which employes were obtained shows that 29.4 per cent were obtained through advertising, 11.4 per cent were employed off the

street, 5.9 per cent returned from the war, .7 per cent from apprentice schools and .5 per cent from the Typothetae employment bureau.

The results of the study of length of employment shows: **First**, that the length of employment of those who separated from the shop was distinctly less than those who remained; **second**, that for the separated force, conditions for male and female employes are not distinctly different; **third**, that for the employed force, the males are more stable; **fourth**, that for the separated force, the length of employment is distinctly shorter in the union shops, and **fifth**, that for the employed force the length of employment does not differ materially for union and open shops.

Of the men who left the union shops, 92.6 per cent had been with the firm less than 6 months and 64.2 per cent less than one month, but for open shops, though somewhat smaller, the relative per cent is still alarmingly large, hence, some notion of the rapidity of movement may be secured.

Under the total man and machine hours operated during the year, an increase of 32.4 per cent is shown.

The wage increase from October, 1918, to May, 1920, was 142 per cent for hand compositors, 140 for machine compositors, 142 for proofreaders, 154 for platen pressmen, 140 for cylinder pressmen, 137 for platen feeders, 159 for cylinder feeders, 148 for bindery men, 171 for bindery women, 158 for cutters and 140 for rulers.

One section of the report which should be of interest to all plant owners declares: "It is an indisputable fact that accounting records in the book and job shops generally are shockingly inadequate and inexcusably meagre and unscientific. There are exceptions, of course, and these are not confined to the larger houses. The common practice, however, extending throughout all types of shops, is to find slip-shod antiquated methods, and a failure to appreciate the function, meaning and use of accounting methods as a basis for financial and production control."

Paper Prices Have Reached Their Highest Point Scarcity Still Exists but Future Looks Brighter

Paper prices have reached their peak, according to a prominent Chicago paper man, who is ranked as an authority on the paper market. This does not apply to newsprint, where conditions are still uncertain.

This same authority declares that conditions today are slightly better than they have been for the past three months, due largely to the elimination of speculation. The shortage is felt more strongly in book papers, where the supply still fails to come up to the demand, than in other grades, although there is a lack of sulphite bonds and the cheaper grades of paper. The supply of high-grade bonds and writings is more nearly up to the demand than for some time.

There is no decline in the demand for any of the grades of paper and price is still a small factor.

While railroads and transportation conditions in general are improving, there is still difficulty, on the part of the railroads at least, in getting freight handlers at the present low scale of 43 cents an hour, allowed by the government. A commission is now working on this problem and as soon as an increase can be obtained for the men it is believed that sufficient numbers of laborers will be available to unload the cars after reaching their destination. Railroad facilities into the various cities are operating efficiently and it is only after reaching the yards and freight houses that delay occurs.

All in all, the condition of the paper market looks very encouraging and while there will be no general slump in prices, deliveries will be better and part of the shortage eliminated.

Engravers Oppose Night Shifts

Annual Convention in Cleveland June 17, 18 and 19 Biggest Ever Held.

All Officers Re-elected

The calendar which guides the Photo-Engravers of America contains three red-letter days which will be remembered as those on which the Twenty-fourth Annual Convention of the A. P. E. A. was held in Cleveland, June 17th, 18th and 19th, with an attendance of 486 persons, 293 of whom were delegates from 227 firms in 80 different cities, making this event one of the biggest ever held in the industry.

The three days of the convention were filled with matters of interest and of value to all, and while social affairs were not eliminated, the feeling that much had to be accomplished kept all on the job at every session.

Cleveland did itself proud in welcoming the delegates, and with an automobile tour of the city and its suburbs, a banquet on Friday night at the Hotel Cleveland, at which William R. Radpatz, president of the Stratford Press Company, Cleveland, presided, and theater parties, luncheons and shopping tours for the 136 ladies present, showed what Cleveland can do when it has such a live bunch as the Cleveland Photo-Engravers back of it.

The delegates came pouring in the first of the week and by the time the first session was called to order and the addresses of welcome and response given on Thursday morning, the Hotel Cleveland, where the convention was held, took on an appearance of bustling activity which remained until Saturday evening, when the last session ended.

The election of officers resulted in the return to office of those who had charge during the past year and for 1920-1921 Adolph Schuetz will be presi-

dent, Charles A. Stinson, first vice-president; Henry Petran, second vice-president; J. C. Bragdon, secretary, and Louis Flader, commissioner.

On the executive committee, E. C. Miller remains as chairman, with F. W. Gage, V. W. Hurst, F. E. Andrews and Oscar Kwett as the other members. The last two named take the places of Roger Cunningham and N. T. Mears.

Resolutions bearing on the labor situation and apprentices' hours were acted upon the last day of the convention. One of the most important of resolutions bearing upon open and closed shops was laid on the table and failed to be put into effect. It was that the executive committee and officers be empowered, if they deemed it advisable, to divide the organization into two divisions: one for the union shops and the other for the non-union plants.

Another resolution which was passed made it possible for the organization to fine any of its members who fail to avail themselves of the full number of apprentices allowed them by the union.

Another resolution recommended the use of standardized ink colors for process engravers and printers.

Another resolution placed the convention on record as being opposed to the starting of any additional night plants and of the elimination of night shifts in all plants as soon as practical.

Resolutions were also passed on the death of H. A. Gatchel, who died recently in Philadelphia, and another, thanking the Cleveland Photo-Engravers' Club and ladies for the hospitality shown them.



DELEGATES AT THE 24th ANNUAL CONVENTION OF A. P. E. A.
Photograph Shows Automobile Presented to Geo. Benedict with Mr. and Mrs. Benedict in the Foreground

Men in the Trade

To very few men comes the honor paid George H. Benedict, treasurer of the Globe Engraving and Electrotpe Company, Chicago, at the twenty-fourth annual convention of the American Photo-Engravers' Association, held in Cleveland, June 17, 18 and 19, when the association presented Mr. Benedict with a Peerless Sedan automobile and a check for five hundred dollars to "provide gasoline."



GEO. H. BENEDICT

This was done in appreciation of Mr. Benedict's work for the organization during the many years he has had charge of preparing the scales used by the association and more particularly for his foresight in preparing in advance a scale to take care of the increase in the photo-engravers' wage scale, which occurred several months ago.

This one scale saved the industry hundreds of thousands of dollars which would have been lost in the several months which would have been necessary to prepare a new scale after the labor increase had gone into effect.

The presentation of the automobile took place Thursday afternoon, June 17, and at the same time Mr. Benedict was given a bound volume of the letters of appreciation received by Fred W. Gage of the Gage Printing Company, Battle Creek, Mich., who was the father of the movement. This book of letters, entitled "George Did It," was generally distributed at the convention and is unique in the spirit of the letters, hundreds of which were received. Some idea of the number of these can be obtained from the fact that the book is almost half an inch thick.

Mr. Benedict is one of the best known figures in

the engraving industry. In addition to his mathematical work for the engraving industry, he is the originator of "Benedict's Wage Scales" for the 48 and 44-hour week, and has also invented a Logarithmic Scale of Proportions.

The life history of Mr. Benedict is interesting reading, since it shows what determination and pluck will do. It was in 1875 that Mr. Benedict first entered the engraving business, when as a youth of seventeen he started as an apprentice in the map-engraving department of Rand-McNally Company, Chicago. After thoroughly learning his trade, as much through his own experiments and study at home as through actual shop practice, he joined another Chicago firm where he was made foreman and manager before he was twenty-one years old.

While with this firm Mr. Benedict became quite an athlete, "mixing it up" a little with the boys on the west side, who soon came to respect his ability with the gloves. His interest in all matters pertaining to physical training led to his being selected by A. G. Spalding and Company to prepare a manual on manly sports. His task was to write all of the copy, draw the illustrations, which numbered 250, and superintend the task of printing the book.

About this time the new process of photo-engraving began to gain prominence in the West and Mr. Benedict immediately undertook to learn the art. After mastering his subject he started in business for himself at 177 Clark street, but after a short time the failure of a publishing house which had been the mainstay of the firm, caused it to "suspend operations," and he was made advertising manager of A. G. Spalding & Bros. At the end of a year he again started in business, this time confining himself to wax engraving. This proved so successful that a photo-engraving department was soon added and still later, a wood engraving department. It was at this stage that Mr. Benedict invented a device for measuring cuts.

Mr. Benedict has been actively engaged in the business ever since. In 1903 he consolidated with and became treasurer of the Globe Engraving and Electrotpe Company, one of the largest and best known manufacturers of printing plates in the world.

High Lights of the Convention

Four trade papers were represented, including the Bulletin. The others were, the Inland Printer, represented by S. H. Horgan, associate editor, who was also one of the speakers; American Printer, represented by W. R. Joyce, advertising manager, and Ben Franklin Monthly.

The badges put out by the Cleveland boys certainly attracted attention. Each plant produced a portion of them and, of course, some bore the union label and some did not.

There was a fifty per cent increase over any previous convention in the number of persons registered.

E. W. Hauser was on the job every minute, and could not be separated from his cane and badge for love or money.

Uncle George started for Chicago Saturday afternoon, making the trip in his new car. He arrived safely, we can vouch for that.

Chicago had thirty-four representatives.



W. R. THOMAS
Best 36 Holes-Gross



Boss Has Great Day

Tells What the Boys Did at Ridgemoor Country Club When Chicago Printing Trades Holds Golf Tournament

The boss breezed into the office about an hour late.

"Great day we had yesterday. Played 36 holes. Feel it now. Stiff as a board."

"Yeh?"

"More supply men than I ever saw before in my life. When that crowd mixes with printers and salesmen, same as they did yesterday, it makes a good lively day."

Of course he was referring to the annual golf tournament of the Chicago Printing Trades at Ridgemoor Country Club, Wednesday, June 16, for the boss is a golf enthusiast and he had talked nothing but golf for the past three weeks, in fact, right from the time Walter Klein first called him up about it.

"Who won the cup given by the Chicago paper merchants?" we were compelled to ask, for while we don't know a bunker from a driver, it is sometimes policy to show interest—when the boss is speaking, at least.

"Will Thomas of J. Thomas & Company over on Plymouth court, walked away with the first leg. There was blood in his eye when he did it, too. Going to practice all winter, so he'll be sure to win it again next year. After that it ought to be a cinch for him. Three times and out."

"Who won the Ben Franklin cup?"

"George L. Frisbee, of Bradner, Smith & Company."

"Dju win anything?"

"Sure, I got two golf balls out of it."

"What else happened?"

"Oh, we had a swell luncheon and a dinner at night with J. Harry Jones as toastmaster. You know what J. Harry is when he gets started. A regular Chauncey Depew. Poked a lot of fun at everybody. You should have heard Smith of Kenosha. He was the only one who made a real speech. Invited the crowd up to his place next summer. Say, I want to write this stuff up regular. I'm goin' to call it 'Picked out of the rough'."

This suited us all right, and this is the dope he handed in:

"Picked out of the rough"

"Oh, boy! Wasn't it a regular day. There were printers, bosses and near bosses, paper bosses and salesmen, ink men and supply men—and everybody.

"And speaking of players, there were professionals, near professionals, have-been professionals, beginners and about-to-be beginners.

"Some played nine, eighteen and thirty-six and even forty-five holes. Some brought four clubs and some fourteen. And of course the smallest caddie was out of luck, for he got the one with the fourteen and, as Briggs puts it, a pair of rubbers in addition. Incidentally, Owen Lee of the Great Lakes Paper Company owned it. That caddie sure deserves a

gold cup for doing the whole 36. The least Owen could do would be to give the lad a job delivering Resource Bond. Better yet, he ought to be pensioned right away.

"The only mystery of the whole day was who lost their mental equilibrium to the extent that they threw their iron in the lake? Ben Franklin's staff photographer was much peeved when he missed the picture. It would have shown up great among the others on the opposite page. He also missed some crack foursomes when the players got away ahead of him in their anxiety to win a prize.

"'Chick' Evans, of Miller Saw Trimmer fame, was right there when it came to driving. He will be challenging his namesake some of these days.

"E. J. McCarthy put it over W. P. Johnston and succeeded in making some spectacular drives. W. P. got even a few days later, however, and won all his money back.

"Frisbee, who won the Ben Franklin trophy, said he had it easy in his foursome of youngsters. Thirty-six holes wasn't enough for him, so he made it forty-five before dinner and made the youngsters hustle to keep up."

Right there the boss stopped, but he has given you enough to prove it was "some day."

Events for which prizes were given, and the men who won them are:

Match Play against par:

Walter H. Klein and E. F. Coyle divide first and second prize.

E. S. Kynoch, third prize.

Best thirty-six holes—net:

Geo. Frisbee, 139.

Best thirty-six holes—gross:

W. R. Thomas, 186.

Best eighteen holes—net:

R. G. Stevens, 69.

Best eighteen holes—gross:

Eugene Smith, 85.

Blind Bogey, 18 holes—net:

Don Kimbark, 99.

Choice Score, thirty-six holes—net:

G. L. Frisbee, 58.

Flight winners:

Reuben H. Donnelley.

C. J. Littell.

W. R. Thomas.

C. H. Ritter.

C. W. Boddy.

A. D. Lake.

R. C. Wilson.

H. T. Smith.

F. J. Coyle.

R. G. Stevens.

P. C. Loeber.

W. P. Johnston.

Leonard Marshall.

S. A. Stolberg.

W. H. Fleming.

W. G. Shoemaker.

W. M. Smith.

Geo. Frisbee.

D. Epstein.

Phil. A. Howard.



GEO. L. FRISBEE
Winner Ben Franklin Trophy



FOR THE SERVICE PRINTER

By PAT KAY



A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

Queries

Question: What about mailing a catalog and a letter together without paying first class postage on both?

Answer: This inquiry is likely prompted by the complaint that whereas a letter stating that a catalog is being mailed under separate cover reaches a man promptly (more or less), the catalog mentioned arrives several days later when the recipient has forgotten the letter, or in a big firm the catalog does not reach the same man who received the letter.

Under postal regulations, if the catalog weighs 8 ounces or more you may put the usual **third class** postage on it and paste the letter bearing **first class** postage on the face of the catalog envelope. By this method no additional postage is required and the letter and catalog reach their man at the same time.

Question: How do you copyright a circular or catalog?

Answer: Print "Copyright, 1920, John Smith" on the piece of printed matter. Write the Bureau of Copyrights, Washington, D. C., for copyright blanks. Fill out the necessary blank or blanks, and mail with two copies of each catalog or piece of literature on which a copyright is desired.

Question: Please give me the standard catalog sizes.

Answer: The two standard catalog sizes approved by the National Association of Purchasing Agents (and to which I presume you refer) are $7\frac{1}{2} \times 10\frac{5}{8}$ and the half size, $5\frac{1}{2} \times 7\frac{1}{2}$. Both cut economically in groups of four, eight and sixteen pages from 32×44 book paper. The National Association of Purchasing Agents, 19 Park Row, New York City, will furnish, gratis, their booklet describing in detail the reasons for the adoption of their standard sizes. Write for this booklet. Every printer of direct advertising should have it.

Starting the Sale of Direct Advertising

There are three things which the Service Printer, the **creator** of direct advertising, may accomplish. I name them in the order of their probability.

1. Increase the returns on a firm's present advertising.

2. Gently work the non-advertiser or near-advertiser into the circle of successful advertisers.

3. Revolutionize a firm's present publicity advertising into direct-by-mail advertising.

The third is the mammoth task, difficult and usually inadvisable, for direct-by-mail advertising and publicity are normally co-workers, not competitors.

The first and second are your more logical functions, more within your scope and easier to accomplish.

Let us approach the first class. Here is a well used line of approach, but it still operates successfully.

Our prospect pays at least two cents postage on every letter, invoice or statement that leaves his office. There is probably a margin of weight in every envelope for a little folder, blotter or booklet.

If his mail goes to individuals or small firms, he passes up, in every instance, an opportunity to talk his service, his product or one of his commodities at a ridiculously low advertising cost.

Your prospect may say that actual letters are the smallest part of his mail; most of it consists of invoices and statements that go to clerical departments that do not **buy**. Tommyrot! At this moment I can think of three firms, leaders in their respective lines, where responsible executives either open or are present at the distribution of the heavy morning mail.

Remind him also of these sturdy points in favor of direct advertising. He pays a good price per thousand circulation in magazines where only a limited number of readers are logical prospects for him, and only a portion of that limited number may even see his advertisement as it battles for attention among a host of other advertisements. Nearly all of his first class mail goes to customers or logical prospects. Direct advertising matter sent in these envelopes has an excellent opportunity of reaching some one who makes or influences a purchase. Because it is free from the distraction of other advertisements on every hand and because it may be printed in distinctive colors (a costly stunt in magazine advertising), it is likely to receive more attention.

If he is skeptical of the fertile possibilities in envelope inserts, suggest that he make a test on a very modest scale. Ask for his trial order or a five thousand run of an insert describing some new or neglected product or some new point in his service. Specifically, an insert might do any of the following:

At present costs, almost any sort of a catalog is too expensive to mail indiscriminately. Let the insert describe the catalog and suggest the reader sending for it.

If he issues a series of catalogs or bulletins, let the insert describe them and suggest the reader write for those in which he is interested.

If he is a manufacturer of store fixtures or other merchandise requiring accessories such as furniture polish, special lubricating oil or vermin-killer, let the insert tell about them and suggest a trial order.

If he adds a new item to his line, let an insert illustrate and describe it.

If he has merchandise or equipment for special days or seasonable use, let an insert be mailed to remind his trade of the opportune time to buy them. For instance, a manufacturer of aluminum ware should push roasting pans in the early fall for holiday trade or preserving kettles in advance of the canning season, or a manufacturing jeweler develop business on silver belt buckles in the spring before men doff their vests and belts become noticeable.

If some salesman or retailer discovers a new selling point, it is worth while passing it on to the rest of his trade by means of friendly, inexpensive envelope inserts.

These are a mere handful of the many insert ideas that will come to your mind when you apply yourself to even a casual study of any man's business.

If he is a jobber he may be using inserts supplied by the manufacturer. Ten to one his imprint is rubber stamped or sloppily done—obviously an imprint. Instead of sending out inserts that look like "hand-me-downs" he can profitably buy from you inserts on items sold under his own brand or for merchandise on which he specializes.

If you print inserts for a man to distribute to his dealers, agents or jobbers, tell him the imprints will be printed in type and style to harmonize with the job so that the users will appreciate and use them. Millions of imprinted inserts are left lay or thrown out because the imprint **looks** like an imprint.

If he uses inserts, ask that you be permitted to aid him in designing new ones from time to time. Designing the firm's advertising may be his job, but most advertising men have come to learn the value of outside help and will pay for it, particularly when it is not a specific charge but when justly distributed in the total price for a job of advertising printing. You can frequently afford to perform advertising service work when it cuts down your selling effort and enables you to get a better price for your work.

The humble envelope insert is not a big item for your efforts, but it is a good thing with which to start. It is but common sense to realize you will not put it over everywhere. Where you sell them they pave the way to bigger business later on.

When a prospect will not consider them after politely persistent effort, you can try something else.

Next month we shall discuss "Something else." In the meantime write for information on any phase of our common interest. Your identity and any names you mention will be held in confidence, and information will be sent by letter if not printed in these pages.

In the interval it might only be consistent for you to see to it that your own mail carries inserts of some sort. If direct advertising is good for the other fellow's business it is equally suitable for yours.

Direct-by-Mail Implements

Manufactured in the
Print Shop

Catalogs
Broadside
Mailing Folders
Booklets
Envelope Inserts
Mailing Cards
Blotters
Envelopes

Used with care they produce
maximum crops of orders at
minimum expense.

TRANSPORTATION BANK of CHICAGO

Now in Process of Organization

600 So. Dearborn St.

Capital . . \$500,000

Surplus . . 100,000

OFFICERS

President.....WILLIAM J. HARTMAN
Formerly President, W. J. Hartman Company
Vice-President.....THOS. E. McGRATH
Formerly Assistant Cashier, Continental and Commercial
Trust and Savings Bank
Vice-President and General Counsel....ORVILLE J. TAYLOR
Taylor, Miller & Plamondon, Attorneys
Formerly Cashier, First National Bank of Antigo, Wis.
Cashier.....J. E. ENGQUIST
Assistant Cashier.....To be later appointed
Assistant Cashier.....To be later appointed

DIRECTORS

V. M. ALEXANDER
Assistant to President, Chicago
& Alton Railroad.
W. F. DONOHUE,
President, M. A. Donohue Co.
W. E. DWIGHT,
President, Dwight Bros. Paper
Company.
J. E. ENGQUIST,
Cashier.
W. H. FRENCH,
President, Barnhart Brothers
& Spindler.
WILLIAM J. HARTMAN,
President.
E. W. KRAFT,
Keuffel & Esser Company.
F. W. LIETZOW,
Treasurer, Natural Dry Milk
Company.
THOS. E. McGRATH,
Vice-President.
F. C. SCHULTZ,
The Chicago Car Interchange
Bureau.
FRANK E. SPENCER,
Anderson & Gustafson Co.
GEORGE H. TAYLOR,
Chicago Mortgage Loan Cor-
respondent, Prudential Life
Insurance Company of
Newark, N. J.
ORVILLE J. TAYLOR,
Taylor, Miller & Plamondon,
Attorneys.

A Commercial Bank, open for business on or about July 15

Salesmen from the Buyer's Viewpoint

Some Practical Hints on Practical Salesmanship

By E. L. WILSON

(Continued from last month)

On your ability to hold the attention of your prospect, to make him concentrate on your talk, depends your success as a salesman. Long practice has made it possible for a few men to instantly control their mind and bring their entire intellectual force to bear on a given subject. Most of these men occupy high positions in the business world, owing to this faculty. Few buyers are so blessed, otherwise they would not be buyers, and it is up to you salesmen to make it as easy as possible by not placing any obstacles in the way of concentration. The attention is easily diverted and by the most trivial things.

Avoid the Fantastic

When you go out on a selling campaign don't have anything in evidence that is strikingly out of the ordinary. A flashy suit, a jazz necktie, bright jewelry, an odd way of combing the hair, any of these are very apt to be a reason for your prospect not being able to concentrate. And the fact that he is not able to do so, causes an irritation that is fatal to any argument you may be making. I want to illustrate this point a little more clearly by quoting from R. W. Babson, the statistician:

"A fine young chap came to me a few years ago and wanted to tell me his troubles. He was pretty blue and I didn't blame him. What was more, he was puzzled, and that didn't surprise me, either.

"The young man had the ability to be a good salesman. He knew it and I knew it. But for weeks he had looked for an opening and no one wanted to take him. I wouldn't have taken him, myself. He couldn't make out what was the trouble, but I knew! And when he begged me to tell him, I did.

"It was simply this: He had a **gold tooth!**

"Now, a gold tooth is all right if it is in a retired position among your molars. But this gold tooth shone like a headlight, squarely in front of the young man's dental outfit. When he talked, you had to make an effort to keep your mind on what he was saying, instead of on that tooth.

"Psychologists know that any bright object catches the attention. This fact is actually used in hypnotizing people. And that was precisely the trouble in this young chap's case. The men to whom he applied for a position couldn't see or think of anything but his gold tooth. They knew that customers to whom he might try to sell goods, would feel the same way. It would definitely interfere with his work. And for that sole reason, they turned him down.

"When I told him this, he was amazed. He hadn't been conscious that his gold tooth was staring people out of consciousness of anything else about him; but he took my word, had an inconspicuous porcelain one put in its place—and got a position forthwith."

Some psychologists claim that there are color combinations that cause certain people to take the negative view of things. I won't vouch for this and I don't know what the colors are, but don't wear them and take a chance.

Persistency is, no doubt, given credit for a portion of the success achieved by every salesman who

sells and is not merely an order-taker. However, there is a fine line of distinction between being persistent and being a nuisance, and the young man just starting out is very apt to get on the wrong side of the line and forever spoil the chance of making a good customer out of that particular buyer. To the veteran, persistency is one of his most powerful aids. He knows how and when to use it, and I doubt if there is a buyer that is not sooner or later won over. I have in mind a salesman who, when I gave him an order, informed me that he had called twenty-one times, and that he had made up his mind a long time before to keep coming until he made a sale. In all this time he was never anything but the persistent salesman—never a nuisance.

Equally obnoxious as the persistent nuisance is the man who talks himself into a sale and out again. Fortunately, for the future salvation of the buyer, this species is not plentiful and seldom gets more than one inning at the bat; consequently, it is not necessary to give him much consideration at this time.

Remember the old days when a salesman felt that he had not exhausted all the possibilities of making a sale until he had given competing lines a trimming and intimated that about everything connected with them was patterned after a cork screw? I often wondered how that salesman would square himself if he ever went to work for one of these competitors and covered the same territory.

Knocker and Dodo Both Extinct

The knocker is now almost as extinct as the dodo, but it took a hundred years for the salesman to learn that if he used the time spent in knocking his competitor, in extolling the merits of his own goods, he would make more sales and would feel a heap easier in his mind after dark.

While isolated cases of this commercial dyspeptic may still be met, the average buyer will have none of him, and the fact that he rarely shows up the second time leads to the belief that his commercial career is about as brief as the life of a sand-fly, and not any more brilliant.

I met one the other day, and my first inclination was to warn him, but on second consideration I concluded he wasn't worth saving, and let him go on to destruction.

There are two classes of salesmen that I always feel merit consideration, and I will always listen to them, when possible. They are the young man just starting out, who plainly shows that he is feeling for a solid place to stand, and the old man who is striving to convince someone that he has not outlived his usefulness. Both of them need encouragement, the one that he may eventually become what we all like to see, a success—the other that he may feel the satisfaction of not yet being relegated to the discard.

However, sentiment plays very little part in the success of a salesman these days. The blood of business is always below freezing point, and the only way to reach it is through **quality and service.**

(Reprinted by permission of the Chicago Printers Supplymen's Club.)

Machine Men Prepare for Annual Convention

Considerable interest is being manifested in the first regular annual convention of the International Trade Composition Association, which is to be held at the Hotel Statler, St. Louis, September 13, 14 and 15. Secretary Frank M. Sherman reports that inquiries regarding the gathering have been received from all sections of the country, and that a big attendance is promised.

The program which is to be presented at the September meeting will be confined to matters which are of particular and vital interest to all those engaged in the trade composition business. This was a characteristic feature of the February convention of the association, at which no time was expended in the discussion of extraneous subjects. A free discussion of the various plans which have been in force in various localities for handling the return of metal, sold in the form of composition, will be provided for. The metal situation is the most important single problem confronting the trade composition business, and a discussion of the methods in vogue in various cities is certain to bring to light practices which can be adopted with profit all over the country.

Secretary Sherman has just returned from a trip which carried him through various cities of the East. Detroit, Cleveland, Pittsburgh, Philadelphia, New York, Boston and Baltimore were visited. Conferences were held with members of the various committees appointed at the February convention, and as a result a joint conference of certain committees and the executive officers of the association will be held at the Hotel Winton in Cleveland on Friday and Saturday, August 6 and 7. At this conference the committees will prepare their reports and recommendations for presentation to the convention, and the officers will confer on convention plans and activities.

Vice-president Albert O. Jennings of New York headed a delegation of New York members in visiting Philadelphia and Boston with Secretary Sherman. Meetings of trade composition plant owners were held in these cities, and considerable enthusiasm for the International association was aroused.

Lower Dues

Chicago members of the Trade Composition Association have been advised by the Franklin-Typothetae that their dues, commencing July 1, will be based on mechanical payroll and not on number of machines operated as in previous years. This will mean a decided saving in dues, since the new rate will be three-quarters of one per cent, with minimum dues of \$36 and maximum dues of \$1,000, as against \$1.25 a machine per month as previously. The initiation fee has also been reduced from \$50 to \$10.

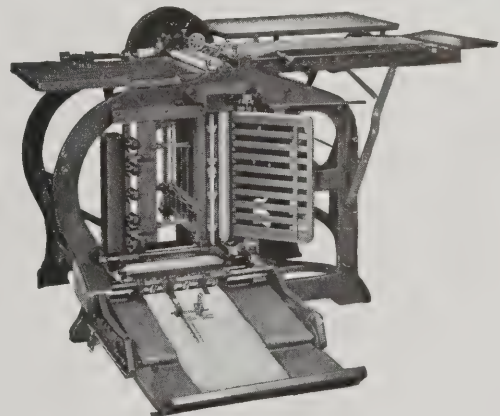
Issues Bulletin

To arouse interest in the first regular annual convention of the International Trade Composition Association, to be held in St. Louis at the same time as the U. T. A. convention, Secretary Frank M. Sherman is planning to issue a magazine called "The Machine Compositor," which will contain all information pertaining to the meetings. The first of these is to be mailed July 7.

What You May Expect of The Model "B" Cleveland Folder

EFFICIENCY ECONOMY
SPEED VERSATILITY
ACCURACY

We have a book that explains why the "CLEVELAND" is the ideal folder. Write for your copy



The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

161 Devonshire Street, Boston
532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

Application of the Standard Cost Finding System to Trade Composition Plants

EDWARD C. FLINN, Chief Accountant, The Franklin-Typothetae of Chicago

The trade composition plant, similar to the printer, has nothing to sell to its customers (outside of materials) except the productive hours of its various departments. It is obvious, therefore, that to obtain the cost of the product it is necessary to know the total cost of every productive hour in the entire plant and also know how many of these same productive hours apply to each job.

From the above brief description, it can be readily seen that at least three records are necessary to obtain the cost of each productive hour and the cost of each job:

1. A record of all hours, both productive and nonproductive, by departments.
2. A record of every job received.
3. A record of all expense, distributed by departments.

Departmental Hours

Taking each item in order, we must consider: How to obtain the record of hours by departments.

The question of departments must be answered first. If the entire plant consisted of nothing but machine operations, all machines and all rates of operators being similar, there would be only one department. Such, however, is not the case. The average trade composition plant has at least the following departments:

Office, Make-up and Lock-up, and Slug Casting Machines.

For the sake of simplicity, let us consider a plant with the above departments. A productive hour, as the name implies, is an hour spent in producing a job (customer). A nonproductive hour is an hour spent in accomplishing various operations not traceable directly to a customer's job. For example, hours spent in "changing over" and in "composition" on the slug casting machines are productive hours in every case and can be charged to a job directly. On the other hand, "caring for the machine" or "repairs" are nonproductive and can not be charged directly to a job. Nevertheless, the expense of these nonproductive hours must be included in the cost of the productive hours, as will be seen later.

The office produces nothing directly traceable to a job, so there are no productive hours to take account of, it being an example of expense without production.

Passing to the make-up and lock-up departments we find both productive and nonproductive operations. These can be listed and given a number to easily distinguish them, as follows:

- Productive Operations
7. Make-up.
 11. Lock-up.
 49. Misc. Explain.
- Nonproductive Operations
6. Proofreading.
 8. Copy-holding.
 28. Misc. Explain.

Each employee should keep a record of his daily time, recording the operation number and time of performance of the operations pertaining to his de-

partment as shown above. The sum of all the time spent on all operations for a day would then equal the total time of the employee. In other words he has turned in an itemized bill for his day's work. Each job received should be given a number by the office and in this manner the employee would be furnished with all the necessary means to record the facts.

Sample Time Ticket

On all productive operations he should show the job number and the customer's name, the operation number and time spent in performing it. On all nonproductive operations he would merely show the operation number and time of performance without any reference to a job number. His ticket for the day would appear as follows:

FORM I.

Make-up Department

Time recorded to units; each unit representing six minutes; there being ten units to the hour. This facilitates figuring.

NOTE—All employees are required to keep an accurate record of every job worked upon. Time shown hereon must agree with clock register, and wages are computed accordingly. Take new sheet for overtime and have it marked "overtime" by foreman.

Clock No. 6.		Date, July 1, 1920.			
Name, R. Madsen.		Kind Work	Time Start	Time Finish	Prod. Non-prod.
26	Jones & Co.	7	8 0	8 5	5
		11	8 5	9 1	6
31	A. Vance	7	9 1	10 7	10
		11	10 7	11 2	5
36	Erickson & Co. . . .	7	11 2	12 0	8
	Lunch		12 0	1 0	
36	Erickson & Co. . . .	7	1 0	2 5	15
		11	2 5	3 1	6
39	Sherman Co.	7	3 1	4 2	11
		11	4 2	5 0	
TOTAL					8 0

Productive Hours, 8 0

Nonproductive, —

O. K. _____

Productive Operations		Nonproductive Operations	
7. Make-up.		6. Proofreading.	
11. Lock-up.		8. Copy-holding.	
49. Misc. ——— (Explain).		28. Misc. ——— (Explain).	

The extending of the time of performance of each operation into the proper productive and nonproductive columns should be accomplished in the office and not by the employee.

If every employee in this department turned in such a ticket every working day, the first record of our outline would be obtained, for it would be a simple matter to recap the total of all employees' tickets day by day and enter them on Form 2 in order to obtain a month's record. (See Day 1, Make-up column for entries from Form 1. One employee reporting.)

FORM II.

Record of Chargeable and Nonchargeable Hours for the Month of July, 1920

Day	MAKE-UP		SLUG-CASTING		DEPT.	Day
	Prod.	Nonprod.	Change	Run	Nonprod.	
1	8 0	0 0	1 1	5 5	1 4	1
2	5 5	2 5	5	6 5	1 0	2
3	5 9	2 1	6	6 3	1 1	3
4	Sunday					4
5	5 0	3 0	3	7 0	7	5

6	60	20	5	69	6	6
7	64	16	4	62	14	7
8	50	30	3	72	5	8
9	57	23	5	69	6	9
10	62	18	2	71	7	10
11	Sunday					11
12	68	12	3	74	3	12
13	59	21	5	67	8	13
14	60	20	6	65	9	14
15	69	11	3	71	6	15
16	66	14	3	70	7	16
17	63	17	5	65	10	17
18	Sunday					18
19	30	50	6	69	5	19
20	30	50	3	65	12	20
21	50	30	1	71	8	21
22	60	20	3	69	8	22
23	20	60	2	71	7	23
24	30	50	4	66	10	24
25	Sunday					25
26	50	30	2	68	10	26
27	40	40	16	59	5	27
28	60	20	2	71	7	28
29	70	10	5	65	10	29
30	30	50	2	72	6	30
31	40	40	15	60	5	31
143 2		72 8	13 0	181 4	21 6	

The same procedure would be followed in the Slug-Casting Department, a ticket for one day's work appearing as follows:

FORM III.
Machine Composition Daily Report
Slug Casting Machine

Time recorded to units; each unit representing six minutes; there being ten units to the hour. This facilitates figuring.

NOTE—All employes are required to keep an accurate record of every job worked upon. Time shown hereon must agree with clock register, and wages are computed accordingly. Take new sheet for overtime and have it marked "overtime" by foreman.

Clock No. 4
Name, Louis Lanning.

Date, January 1, 1920.

Job No.	Customer	Size Type	Ems	Kind Work	Time Start	Time Finish	Pro-ductive		Nonpro-ductive	
							Change	Run	Misc.	Idle
26	Jones & Co.			61	8 0	8 3	3			
				63	8 3	11 5		3 2		
				64	11 5	12 0				
29	Smith & Co.				12 0	1 0				
				61	1 0	1 2	2			
				63	1 2	3 5		2 3		
29	Smith & Co.			62	3 5	3 7				2
				65	3 7	4 3	6			
				64	4 3	5 0				7
TOTAL							11	5 5	14	

Chargeable Hours, 6 6. Nonchargeable Hours, 1.4.

O. K. _____
Foreman

Productive Operations	Nonproductive Operations
61. Changing over.	60. Office corrections.
63. Composition.	62. Waiting for copy.
65. Customer's alterations.	64. Caring for machine.
67. Casting borders and other material.	66. Cleaning space bands.
69. Misc.——(Explain).	68. Repairs.
	70. Delays through accident.
	72. Idle.
	74. Misc.——(Explain).

Indicate by number.

The totals of all employes' tickets in this department would be recapped, as in the case of the Make-up and Lock-up department, and carried to Form 2. (See Day 1, Slug Casting Column for entries from Form 3, one employe on one machine reporting.)

Form 2 would furnish a month's record of all productive and nonproductive hours by departments.

2. A Record of Every Job Received.

As mentioned before, each job received should be given a number in the office. An instruction sheet bearing this number should be made and forwarded to the shop, informing the departments just how to handle the job and at the same time furnishing them a job number to enter on their time tickets in order to identify the productive hours with the jobs causing them. A common method is to use a job envelope with the instructions listed on the face and the copy inserted. When the job is completed, a proof of it is inserted in the envelope and the latter is then sent to the office to indicate the completion of the job. It is then filed, either by job number or in alphabetical order, as a permanent record of finished jobs.

At the time the instruction sheet or job envelope is made out, a job record for the office is made bearing the same number. (Form No. 4.) These sheets are placed in a loose leaf binder and as the daily time tickets are forwarded to the office, postings are made to the various job records according to the job numbers shown on the time tickets. As fast as jobs are completed, the job records are removed from the binder, thus causing it to be a constant inventory of work in process or unfinished work.

Below is shown a form of job record with postings from time tickets outlined before (see Forms 1 and 3, entries for Jones and Company, Job No. 26, July 1, 1920. Productive hours only).

FORM IV.
Individual Job Record

For Jones & Company Job No. 26
Description..... Date entered.....
..... Customer's No.....
Previous No..... Date billed..... Amount.....

SLUG-CASTING MACHINE					MAKE-UP DEPT.		
Date	No.	Set	Run	Quantity	Date	Emp.	Mk.-up
1/1	4	3	3 2		1/1	6	5
					1/1	6	6

COST DETAILS			Cost	
Materials				
Metal boxes received.	Weight.	Price.....		
Other material				
Total materials.....				
Slug Casting	3 5 hours @ \$3.55		\$12.43	
Overtime	hours @			
Make-up Department.....	1 1 hours @ 2.57		2.83	
Overtime	hours @			

LABOR AND OVERHEAD	
Cost of completed work.....	
Selling percentage.....	
Total Cost.....	
Selling Price.....	

Form 4 records the history of the job from day to day. All materials and metal and the hours spent in producing the job as shown by the daily time tickets are posted to their respective columns. When the job is completed, the time of production shown in the various columns is footed and carried to the recap of "Labor and Overhead." The rates for pricing the items in this recap are obtained from Line 21, Form 5. After extending the time in the various departments at the department rate the amounts are footed, materials included and the total equals the cost of finished job.

A Record of all Expense by Departments

Having obtained a record of all hours developed in the various departments and also those hours

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relating to each particular job, the next step is to find the cost of each and every productive hour. This is accomplished by distributing the entire expense of the plant over the departments on a monthly basis and dividing the total expense of each department by the productive hours developed during the month (obtained from final footing of Form 2, each month).

Statement of Cost of Production, July, 1920

Statement of Cost Allocation, July					
Department Investment...		\$55.00	\$1,000	\$4,200	\$5,750
Square feet floor space in department.....		200	150	72	422
Horse power of machines..				1/2	1/2
No.	Items	Office General Expense	Make-up	Slug Casting	Total
1.	Payroll	\$260.00	\$134.50	\$190.80	\$635.30
2.	Rent and Heat....	20.00	15.00	7.20	42.20
3.	Light	2.00	1.50	.72	4.22
4.	Power			6.22	6.22
5.	Insurance and Taxes	2.75	5.00	21.00	28.75
6.	Interest on Invest- ment	2.75	5.00	21.00	28.75
7.	Depreciation	4.58	8.33	35.00	47.91
8.	Bad Debts.....	25.00			25.00
9.	Spoiled Work.....	32.00			32.00
10.	Metal Shrinkage..			24.60	24.60
11.	Dept. Direct Exp..		21.00	47.00	68.00
12.	Office Stat. and Postage	29.30			29.30
13.	Advertising	75.00			75.00
14.	Cartage and Car Fare	28.75			28.75
15.	Other Miscl. Exp..	82.00			82.00
16.	Total Gen. Exp...	<u>\$564.13</u>			<u>\$1158.00</u>
17.	Dept. Cost without General Exp....		<u>240.33</u>	<u>353.54</u>	<u>593.87</u>
18.	Distribution of Gen. Expense		<u>228.00</u>	<u>336.13</u>	<u>564.13</u>
19.	Total Dept. Cost..		<u>468.33</u>	<u>689.67</u>	<u>1158.00</u>
20.	Productive Hours in Depts.....		143	194	
21.	Cost per Productive Hour.....		2.57	3.55	

Description of Distribution on Form 5.

Line 1. Payroll: The total amount paid the office help and proprietor (provided they do not work in the shop) is entered under "General Expense." The wages paid employes each month are entered in the column corresponding with the department worked in.

Line 2. The rent for a month is distributed over the departments on the basis of the square feet occupied. (Example: Month's rent, \$42.20, divided by total square feet, 422, gives rate per square foot, \$0.10. Multiply 150, Make-up dept., by \$0.10, gives \$15.00, rent charge for Make-up department.)

Line 3. Square foot basis similar to rent.

Line 4. Power. Charged to department using it if used entirely in one department. If more than one department uses power, multiply the running hours by the horsepower of the machines and then distribute the total power charge on the basis of horsepower hours. (Note: When a group of machines form one department, the average horsepower of the group is used.)

Line 5. Insurance and Taxes: Distributed on the basis of department investment. (Example: Total insurance and taxes for month, \$28.75, divided by total investment, \$5,750, equals rate of \$0.005. Investment in Make-up department, \$1,000.00 times rate \$0.005 equals \$5.00, proportionate charge for this department.)

Line 6. Interest on Investment. Distributed on the basis of department investment, 6% per annum. (Example: 6% per annum equals 1/2 of 1% per month. 1% of \$1,000, Make-up department, is \$10.00. 1/2 of \$10.00 equals \$5.00, charge for this department.)

Line 7. Based on investment in departments, 10% per annum allowed. (Example: Make-up department, 10% of \$1,000 is \$100, depreciation for one year. Dividing by 12 gives \$8.33 per month.)

Line 8. Bad Debts. Based on actual amount of bad debts each month or estimated. 1% of total sales for the month.

Line 9. Spoiled Work. Charged to general expense or to department causing the spoilage.

Line 10. Metal shrinkage, based on number of pounds melted each month, 2% for each pound melted at market value of metal. (Note: Figure one melting on the machine.) Charge department using the metal.

Line 11. Department Direct Expense. Charged directly to department causing the expense.

Lines 12 to 15. General expense items entered in General Expense column to be distributed in total.

Line 16. Total of General Expense to be distributed.

Line 17. Department costs before distributing total from Line 16.

Line 18. Distribution of total on Line 16. Basis is the total expense of departments including payroll. (Example: Total General Expense, Line 16, \$564.13, divided by total department expense, Line 17, is \$0.95. Multiplying \$240.33, Make-up department cost, by \$0.95, gives \$228, share of General Expense for this department.)

Line 19. Total of department costs plus share of overhead, i. e., total department cost.

Line 20. Productive hours by departments from totals on Form 2.

Line 21. Cost per productive hour by departments found by dividing total department cost, Line 19, by total productive hours, Line 20. (Example: Make-up department, \$468.33 divided by 143 equals \$2.57.)

The final calculation on Line 21 furnishes the cost of every productive hour. Using this cost per hour on the Individual Job Record (Form 4) by departments and multiplying it by the hours spent in producing the jobs, results in the cost of the labor and overhead. Adding to this cost the cost of all materials, results in the total cost of the job.

No reference is made in this simple description of the production records and statistical facts that can be obtained from this system. By adopting a standard system for all trade composition plants, uniformity of procedure can be obtained and comparisons with other plants in the same locality made. It is a simple matter to compile all statements of production, furnished by various plants, into a composite statement of hour costs by departments.

A simple system such as the above will result in profits for the firm adopting it. Guesswork methods are dangerous in that the errors of omission are so prominent. Depreciation, Bad Debts, Spoiled Work and Interest on Investment are nearly always forgotten in the guesswork method.

In my opinion a cost system is one of the greatest assets and will more than repay the time and effort expended in its installation and upkeep.

Hartman Heads Transportation Bank

W. J. Hartman, formerly president of the W. J. Hartman Company, has been made president of the newly organized Transportation Bank of Chicago, which will open its doors the middle of this month in the Transportation building, 608 South Dearborn street. The bank is capitalized at \$500,000, with a surplus of \$100,000.

The other officials are Thomas E. McGrath, vice-president, formerly assistant cashier Continental and Commercial Trust and Savings Bank; Orville J. Taylor, vice-president and general counsel, of Taylor, Miller & Plamondon, attorneys; J. E. Engquist, cashier, formerly cashier First National Bank of Antigo, Wis.; directors, V. M. Alexander, Chicago & Alton railroad; W. F. Donohue, president M. A. Donohue & Company; W. E. Dwight, president and treasurer Dwight Bros. Paper Company; J. E. Engquist; W. H. French, president Barnhart Brothers & Spindler; W. J. Hartman; E. W. Kraft, Keuffel & Esser Company; F. W. Lietzow, treasurer Natural Dry Milk Company; Thomas E. McGrath; F. C. Schultz, Chicago Car Exchange Bureau; Frank E. Spencer, Anderson & Gustafson Company; George H. Taylor, Prudential Life Insurance Company, and O. J. Taylor.

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508 South Dearborn Street, Chicago
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Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

Congratulations

The annual election of the Franklin-Typothetae of Chicago is over, and Ben Franklin Monthly cannot help but congratulate the Chicago printers on their selection of officers for the coming year. Such names as E. F. Hamm, T. E. Donnelley, Daniel Boyle and others who make up the Executive Committee and Council, give confidence to the industry at one of its most strenuous periods. These men, who have been so signally successful in building up their own businesses, will be equally successful in carrying on the work of the Chicago organization.

The leaders selected are men capable of meeting any emergency and men who can guide the printing industry to a still higher level. They are capable, not only in a business sense, but they are capable to meet any labor demands and will aid very materially in stabilizing wages.

Chicago has long since passed from the "back woods" city which it used to be and has become a leader in all industry and more particularly in printing, so that anything which this city may do on labor, costs, prices and general welfare of the industry, will be eagerly watched by printers in other sections of the country.

It is altogether fitting that the leaders selected by the Franklin-Typothetae of Chicago be men such as those chosen and the City of Chicago and the entire country can look forward to an advance in the standing of the industry through their selection.

To those who have retired from office, Ben Franklin Monthly extends its congratulations on the success which they attained and it can truthfully say for Chicago's printing industry, "Well done, thou good and faithful servants."

A Protest

Ben Franklin Monthly wishes to enter a protest against such so-called printing plants as can be seen in store windows turning out calling and business cards for any one willing to use that class of work. While the business is legitimate enough, the mere fact that this operation is called "printing" acts on the customer's mind, causing him to believe that all printing is this simple.

The mere fact that a person can set a line of type, place it in a hand press and with a few revolutions turn out a business card does not make him a printer by any means. It is against this misnomer that Ben Franklin Monthly protests.

Our Policy

Ben Franklin Monthly is a magazine published in the central west for printers of the central west. It is their magazine, giving only such news as will be of value and interest to those of the Graphic Arts in this territory.

It has one purpose, and that is to serve in every way possible the interests of the printing and allied industries. If it can aid in any way to further these interests, it will be only too glad to do it.

The news, feature articles and departments conducted, are in its columns for "service" and any suggestion as to their improvement or additional features that will aid our purpose of serving you, will be gladly received.

This paper has always maintained the policy of dealing fairly with all sides of any case at issue. Its treatment of news is unbiased and its columns are always open to those of the printing fraternity, provided no unfair or malicious interests are served in so doing.

Editorially, it advocates the establishment of cost systems in all printing plants, believing that only when costs are known, can a business be conducted in a business-like manner. It also believes in organization among printers, for it is only in this way that one's competitor becomes one's friend, and many of the evils of the business eliminated.

This paper also believes in the fair treatment of labor, whether it be office help or mechanical help, but it believes that, on the other hand, labor should recognize the responsibilities of capital and work in accord with the plant owner rather than against him.

It recognizes the present greatness of the Industrial West and knows that its future is to be still greater.

It is published by men living in the Industrial West and is printed by men living in the Industrial West.

Reduce Industrial Taxes

The Ralston-Nolan bill, which has as its object the reducing of federal taxes on industry and a more equitable placing of the burden upon the privilege of holding land, is meeting with the support of business men of the country, who have formed the committee of manufacturers and merchants on federal taxation, with headquarters at 1346 Altgeld street, Chicago.

A recent statement sent out by the committee declares that the Ralston-Nolan bill "Proposes to reduce the tax burden on business enterprises about \$1,000,000,000 and raise the same revenue by a federal tax of one per cent on the privilege of holding land—urban, agricultural, coal, oil, mineral, timber, waterpower, etc.—valued (irrespective of improvements) over \$10,000.

The statement further declares: "It is unwise, in these uncertain times, to discourage production by the excessive taxation of thrift and enterprise, and to encourage nonproduction by practically no taxes on the monopoly of land and natural opportunities.

"It is, moreover, grossly unfair to collect more than five-sixths of the federal revenue from productive industry, and less than one-six from the privilege of land ownership—particularly when both kinds of properties are of equal value. Between \$50,000,000,000 and \$60,000,000,000 worth of vacant lands and idle resources pay not one cent of federal tax, either direct or indirect."

Brains?

A recent issue of a scientific magazine carried two pages showing the various occupations and comparing the salaries paid the office man and brain worker with those given the man in the trades. Under a picture of a press room, the magazine declared that no brains were needed in order to be a printer—that this class of workers are getting salaries, in some cases, twice what the brain workers receive.

The declaration that no brains are needed in the printing industry is almost laughable when one considers the elements which enter into the printing art and that any one should be so ignorant as to declare that the printer does not earn his money seems unbelievable.

When we consider what printing has done for the world and what the men who have come from the printing plants have accomplished, we can only say that he who wrote the caption was certainly entitled to less money than the printer, for if this be an example of "brain work," God deliver us from it.

Names of printers who have attained fame through their ability, not only in the printing trade, but as men of the world, are plentiful. We need only mention William D. Howells, one of the greatest men in American letters, who died recently; George T. Merideth, Secretary of Agriculture, and Warren D. Harding, Republican nominee for president.

There was a time when printing ranked low in the scale of American industry. This was not because the printer lacked brains, but rather because he was an idealist, looking forward to something more than mere money—the joy of his work and the satisfaction that came from knowing that what he did influenced the world, caused him to neglect the practical side, but today the printer has come to realize that to be a successful idealist he must be a practical business man. This fact has brought the industry to where it now ranks among the leaders of the world.

The Eastern Manufacturing Company is doing great work for the printers of the country through its advertising in the Saturday Evening Post, a series of these ads having been running for some time in that publication. These have aided in no small measure in bringing about a better understanding between the customer and the printer.

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Suggestions for July

Many printers do a thriving business in specialties, along with their regular printing business. The reason is obvious. Take for instance — second sheets. When a business man writes a letter, it usually requires one or two second sheets for copies. So when you sell a letterhead order, why not suggest an equal number of

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State Contracts Again Cause Trouble

Whether or not printers doing state work under contract should be allowed extra compensation when labor and material costs rise out of proportion to the contingencies allowed for in the contract is a question which would seem to have but one answer. So far it has had two. One, the answer "No," returned by the state officials, and the other, "Yes," by the printing trades in general.

Various efforts to obtain increased prices in states where contracts have been made have so far failed, although recent reports coming from Michigan would seem to give some hope. However, inquiry made of one of the largest Michigan printers doing state work resulted in the following self-explanatory letter:

Lansing, Mich., June 24, 1920.

Ben Franklin Monthly, Chicago, Ill.

Replying to your inquiry of June 23rd, we beg to advise you that you were misinformed as to our being able to secure extra compensation on our new contract. The facts are as follows:

After submitting our bid and being awarded the contract, the union submitted a scale of wages calling for \$42 for hand men, \$45 for linotype and monotype operators and stone men, and \$48 for night work, for a 44 hour week.

This was an increase of \$10 per week, or an average of \$6 per week more than we had figured on. We refused to sign the contract and forfeited our bond of \$25,000. The Board of State Auditors, who have charge of the printing and contract, made attempts to get the next lowest bidder to accept the contract at his bid, but he refused to sign, as he had taken on other work and could not handle it. As a matter of fact we were the only firm able to handle the entire contract and the board didn't care to split up the work. After several conferences with the board they permitted us to insert a clause in the contract which provides that in case of strikes, fire or destruction of our plant by the elements we could place the work in other offices and they would pay the difference in the price and we signed up and saved the \$25,000. Since then the union has modified their demands, and although the scale has not been definitely settled we are satisfied it will be in a short time.

You can see by this arrangement we are not at the mercy of the union, and it puts it squarely up to the union to fight it out with the state.

Wynkoop Hallenbeck Crawford Co.

O. L. McKinley,
Secretary-Treasurer.

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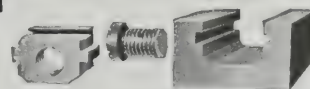
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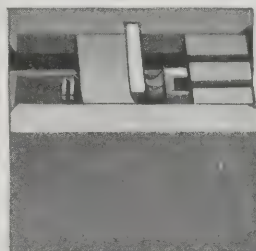
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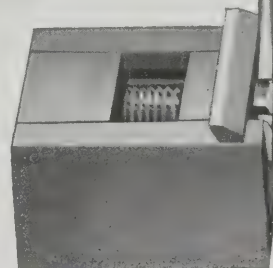


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We machine set type from 5 to 60 point. We do not print.

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RULE-AND-FIGURE AND RULED-BLANK COMPOSITION

We produce better Lino-Tabler forms than any other trade plant in Chicago because we do not use linotype rules and spacing material. Our forms are solid—weigh one-third more than lino material—and will not shrink in lockup.

PROMPT SERVICE—AUTOMOBILE DELIVERY

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Starr M. Miner, Mgr.

Member U. T. A.

CHICAGO

The Hub of the Industrial West

The Car-Ehler Company, is the name of the new printing firm located at 422 South Dearborn street, Chicago. The owners are Frank P. Carter, formerly with the Ranke-Ellis Company, and before that connected with the Franklin Company, and William E. Ehlerding, who was for thirteen years connected with the printing plant of Sears, Roebuck and Company. The company has added considerable new equipment.

The National Safety News, formerly published as a news letter for industrial plant executives, has been made into a magazine devoted to accident prevention and the health of industrial workers. Louis Resnick, director of publicity for the National Safety Council, is the editor, and John W. Bready, formerly of the advertising department of Marshall Field and Company, advertising manager.

The Columbian Colortype Company, 2141 Calumet avenue, has completed work on the foundation of its new building, being erected at a cost of \$500,000, at the northwest corner of Twenty-first street and Calumet avenue. The building will be six stories, the main structure of which will be 180x120 feet with a one-story extension 20x180 feet. It will be completed December 1.

The Moeller Typesetting Company, 300 West Grand avenue, is the name of a new company which recently started in business. The company has three DCM, one Model D Intertype machines and one Ludlow Typograph. Fred Moeller, the owner of the company, was formerly connected with the Western Newspaper Union.

The Mathews Typesetting Company, Chicago, has added a new truck to aid in making deliveries and for the use of its salesmen. The Smith-McCarthy Typesetting Company has added a similar conveyance.

D. H. Champlin, president of the Champlin Manufacturing and Sales Company, printers' and bookbinders' machinery, has moved to Boston, where he will make his home. His family is with him.

The Chicago offices of the Cowan Truck Company have been moved from Room 1504 to Room 1618, Fisher building. The new phone number is Harrison 2677.

Frederick Hildmann, formerly president of the Hildmann Printing Company, has started in business for himself at 109 North Market street.

W. F. Whitman, president of the Excelsior Printing Company, has returned after a vacation of several months spent in Florida.

C. S. Peterson, president of the Peterson Linotyping Company, started June 14 with the Swedish Choral Club for a trip through Sweden. The club is composed of about ninety young people, who will sing during the tour. Mr. Peterson and United States Minister Morris guarantee expenses of the party. The intention is to return to the United States in August. Mr. Peterson is also taking over many Swedish-American pictures to show what has been accomplished in this country by artists having Sweden as their birthplace. Traveling the entire three months, it is expected the country will be well covered.

An auction sale was held June 4 of the assets of the Lithuanian Publishing Company, bankrupt. The newspaper plant, located at 3253 South Morgan street, included a Goss flat-bed press, a Miehle and three Gordon presses, two linotypes, a Latham stitcher and a large quantity of type and metal.

Ollie Barrett, head of the make-up department for the Perfect Linotyping Company, Chicago, has returned from New York, where he was one of the members of the Illinois Athletic Club's Lacrosse team, which played there June 26th.

S. W. Sammons, formerly central western representative of the Linograph Company, has joined the Elrod Slug Casting Machine Company and will aid Frank Hill in handling the sales of this concern in Illinois, Michigan, Iowa, Wisconsin and Indiana.

No meetings of the Chicago Club of Printing House Craftsmen will be held during the summer months. The next meeting will be held September 21, when reports of the annual convention in Washington, D. C., will be made.

The four-story building of the Edward Simon Waste Paper Company at West Erie and North Union streets was destroyed by fire, June 16, with the loss estimated at \$100,000. Falling walls injured two firemen, five others barely escaping.

The Central Book Bindery is now located in its new quarters at 511-15 Plymouth court, having moved the middle of June from 59 East Randolph street. The new telephone number is Wabash 7504.

Noble Gillett of the Chicago Paper Company has returned after spending two weeks at Ludington, Mich. Mr. Gillett's family will remain in Ludington for the summer months.

Commercial plants of the Industrial West who have recently installed Ludlow Typographs include: Clark-McElroy Printing Company, Chicago; Englewood Typesetting Company, Chicago; Detroit Typesetting Company, Detroit; Moeller Typesetting Company, Chicago; F. S. Morris, Chicago; National Office Supply Company, Zion City, Ill.; E. J. Nickerson, Chicago; Perfection Linotyping Company, Chicago; Rogers & Hall, Chicago; Hugo Schubel & Son Company, Chicago; S. K. H. Typesetting Company, Chicago; Southard Novelty Company, Columbus, Ohio; Success Linotype Company, Des Moines.

The appeal to the National Arbitration Board on the Chicago newspaper scale was taken up June 22 and resulted in the amendment of the contract so it would conform to the national agreement. The duration was also changed from five to three years, the scale allowed to be opened each year. The wage award of Judge Crowe, giving \$60 night and \$55 day, eight hours, with other provisions in accordance, was affirmed, dating from May 22.

George E. Webber, of the Mathews Typesetting Company, announces the—no, not that—announces that he has purchased a new automobile, and can be seen any day taking his customers out for a ride. Good system. Some of the other salesmen are going to adopt it soon.

Chicago men who attended the graduation exercises of the U. T. A. School of Printing, Indianapolis, June 11, were J. A. Singler, Toby Rubovits, Harry Hillman, J. H. Sweeney, R. O. Vandercook, C. C. Means, J. J. McCarthy and L. J. Donovan.

Chicago Notes continued on next page.

thorough knowledge

both theoretical and practical
enables us to offer printers and
publishers efficient make-up,
linotype composition
and lock-up service

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Rush orders taken
care of. We operate
DAY and NIGHT
Send us your copy

**Western Linotyping
Company**
(Incorporated)
431 South Dearborn Street
434 Plymouth Court
CHICAGO

Employing Rulers and Binders Association of Chicago

A Branch of the Franklin-Typothetae of Chicago

AS a division of the FRANKLIN-TYPOTHETAE of CHICAGO, we invite the attention of the other members of that organization to the advantages to be derived from dealing with "organization" plants, when in need of book binding and paper ruling.

As members of the WORLD'S LARGEST PRINTERS' ASSOCIATION, we feel that price cutting is one of the greatest evils confronting the printing industry today. Members of the EMPLOYING RULERS and BINDERS ASSOCIATION of CHICAGO, are not price cutters. Our prices are based on actual costs. For a standard price we render you a standard service, which cannot be equaled in any other city in the country.

It is to your interest that the cooperative spirit be extended to all branches of the organization, and the far seeing members of the FRANKLIN-TYPOTHETAE of CHICAGO can quickly determine the advantages to be derived.

You can play your part in bringing about a greater degree of stability in the printing industry by giving your work to FRANKLIN-TYPOTHETAE MEMBERS.

Individual firms in EMPLOYING RULERS AND BINDERS ASSOCIATION OF CHICAGO are equipped to handle work from adjacent towns and cities which have no facilities of their own for this purpose.

Select your book binder or paper ruler from the directory of members in this advertisement.

Directory of Members

Aggerbeck Ruling and Binding Co.	-	107 N. Market St.
John H. Daly	- - - - -	300 W. Grand Ave.
The C. J. Farwell Co.	- - - - -	626 S. Clark St.
Gould & Eger	- - - - -	167 W. Monroe St.
Fred C. Laukert	- - - - -	712 Federal St.
Mortell & Co.	- - - - -	626 Federal St.
Oconto Mfg. Co.	- - - - -	525 S. Dearborn St.
Reding & Hauser	- - - - -	621 Plymouth Court
Frank J. Stadtfeld	- - - - -	542 S. Dearborn St.
Stoll & Westerlin	- - - - -	416 S. Dearborn St.
Trade Ruling & Binding Co.	- - - - -	607 S. Dearborn St.
F. N. Volkert & Co.	- - - - -	117 N. Wells St.
Weber & Bloom	- - - - -	422 S. Dearborn St.
Weil Bros. & Co.	- - - - -	416 S. Dearborn St.
Western Book Binders	- - - - -	732 Federal St.

Set that Booklet in Della Robbia

It's a classy monotype letter that will please customers who want a distinctive type face

Composed on Monotype System in six, eight, ten and twelve point Cast from display matrices and set by hand in fourteen, eighteen twenty-four, thirty & thirty-six pt

Superior

Typesetting Company, an Organization Planned to Meet Your Requirements
732 Federal · Harrison 2755

Chicago Notes — Continued

The Blank Book, Loose Leaf, Edition Binders' and Rulers' Division of the Franklin-Typothetae of Chicago will hold its annual picnic at Ehrhardt's grove, Park Ridge, Illinois, on Saturday, August 28. \$100 has been appropriated by the Rulers' Group, and the Blank Book and Loose Leaf Group is expected to appropriate a similar amount. All expenses are to be paid through this fund. A program of entertainment is being prepared by the outing committee, which will take in a baseball game, races, boating and bathing.

A similar outing will be held by the Calumet Group some time during July. The party will leave on a Saturday for Starved Rock or Hudson Lake and will return some time Sunday. This event will not take the place of the annual picnic, at which Mrs. Kinney's fried chicken is headlined, but will take the place of the July meeting.

George G. Simpson of Simpson, Bevans & Company, Chicago, has returned after spending six months in Europe, where he visited ten countries and went over the battlefields of France, Belgium and Italy. Mr. Simpson reports that the debris of war is being cleared up and everything possible salvaged.

Mr. Simpson called on a number of printing plants in Europe and declares that while much fine printing is produced, the work does not equal that done in America. American machinery was much in evidence, he found, and a large portion of it came from Chicago.

About 80 members of Chicago Council No. 1, Printing Trades Craftsmen, held their annual outing at Grass Lake, Saturday and Sunday, June 26 and 27. The journey was made by automobile and after arrival at the lake, sports of various kinds were indulged in. A shore dinner was served Saturday evening and on Sunday the supplymen and printers engaged in their annual baseball game, with disastrous results to the latter, although they put up a first-class fight for the honors. The affair was one of the most successful ever held by the organization.

J. A. Ohlen, who for the past year has been connected with the accounting department of the Franklin-Typothetae of Chicago, left that organization June 21, when he became associated with a large moving picture company operating a number of theaters in Chicago. Mr. Ohlen rendered very good service while with the Franklin-Typothetae and it is with much regret that its officials and members see him go.

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free. Write for it.*

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Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

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Waste Paper

Your Waste Paper IS ALL PROFIT

Whether you have a cost system or not, it remains a fact that every scrap of waste paper from your print shop becomes clear profit to you.

An inch here and half an inch there on the countless jobs that go through your plant soon pile up the waste paper to big proportions. You will find your profit in a year's time is almost unbelievable.

The organization that handles your waste paper should be a reliable one and a good one. The Mendelson organization has, since 1885, specialized in printers', bookbinders' and lithographers' waste. Our trucks reach every part of Chicago and perform a service that insures you prompt pickups, highest market prices and immediate payments. We treat you fairly and squarely.

Let us handle your waste paper hereafter. Call Harrison 2840 or 5557 the very next time you have any waste to sell.

**Mendelson Bros. Paper Stock
Company**

General Offices 910 S. Michigan Blvd.
CHICAGO, ILLINOIS

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The First Step for Book Printing

after the selection of a printer is to decide on the type best suited to your work, which will depend possibly on the number of pages desired as well as upon your own taste. Is it not better to seek the advice of the experienced printer about this, for, while he will endeavor to carry out instructions, he may know just what will satisfy you upon learning your preferences.

We offer you the aid of our experts, a wide choice of type faces and the numerous advantages of our extensive and well-organized plant, where efficiency never sacrifices quality to speed, but simply aims to eliminate waste of time and materials.

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PRIVATE EXCHANGE TO ALL DEPARTMENTS

Peterson Linotyping Company

523-529 Plymouth Court
CHICAGO

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

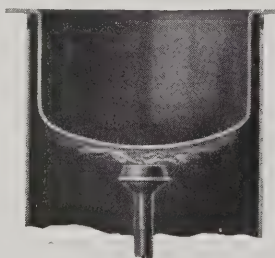
Barnhart Brothers & Spindler

CHICAGO
KANSAS CITY

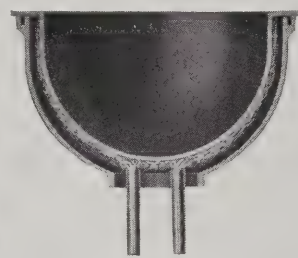
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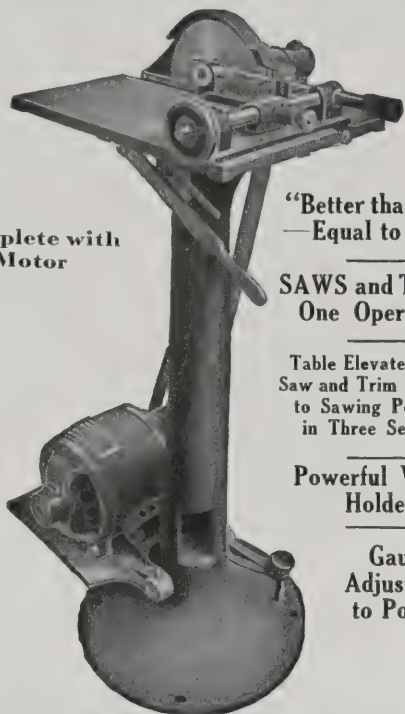


In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

NEW MODEL COMPOSING ROOM SAW

Complete with
Motor**"Better than Many
—Equal to any"****SAWS and TRIMS
One Operation**Table Elevated from
Saw and Trim Position
to Sawing Position
in Three Seconds**Powerful Work
Holder**Gauge
Adjustable
to Points**LACLEDE MFG. COMPANY**

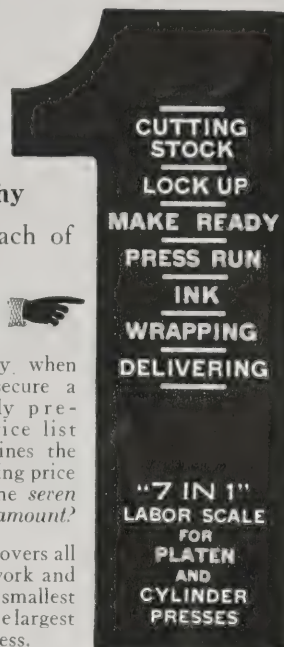
119-121 N. Main St.

St. Louis, Mo.

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Why

Figure each of

**THESE
SEVEN
ITEMS**separately, when
you can secure a
scientifically pre-
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that combines the
correct selling price
of all of the *seven*
into *one* amount?"7 in 1" covers all
classes of work and
from the smallest
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cylinder press.**WHY
?**To estimate the
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"7 in 1"requires but three
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"7 in 1."**The first two items
you must compute.**"7 in 1"**instantly gives you
the correct selling
price of the seven
items for any quan-
tity and makes it
impossible for you
to forget to charge
for some of them.*Sent on approval on receipt of price.*

"7 in 1" Labor Scale, Platen Press . . . \$2.50

"7 in 1" Labor Scale, Platen and Cylinder, 6.00

*Money returned after 10 days trial if for any reasons you are dissatisfied.***M. A. HOWE****Tacoma, Wash.****"We're Going to Land Him"**

That's the spirit of the copyrighted Herrick cuts. They have the vim to strike home and make printing tell. Six books for 25c. Same refunded on first order. We want to show you. Sole owners.

**SCHROEDER BROS. COMPANY**

ELECTROTYPERS AND NICKELTYPERS

120-124 WEST POLK ST., CHICAGO

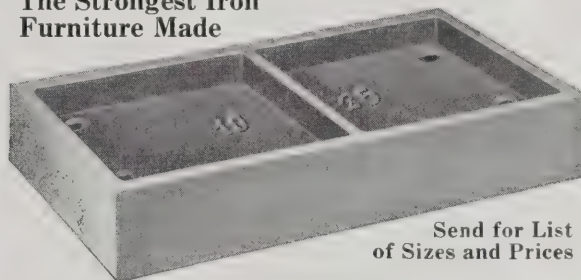
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IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.**Mfrs. High-Grade Printing Inks**

30-32 So. Clark St., Chicago : Telephone Central 5068

**The Strongest Iron
Furniture Made**Send for List
of Sizes and Prices**Challenge LABOR-
SAVING Printers'
Iron Furniture**

Made from highest grade fine grained castings, Micro-ground to point system accuracy. It is light, rigid and positively accurate. The size in picas (12-points) is in raised figures on both sides of each piece. Holes in each piece allow for drainage. Note particularly the cross-braces cast in each piece, which gives extra strength and finger-hold when in form.

The Challenge Machinery Co.

Grand Haven, Mich.

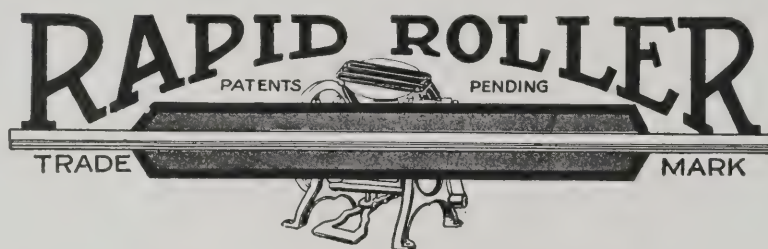
CHICAGO, 124 South Wells Street

NEW YORK, 71 West 23rd Street

Manufacturers of the Lee Two-Revolution Printing Press, Stonemetz Two-Revolution Presses, Diamond Power Paper Cutters, Advance Lever Paper Cutters, and many other tools and requirements for printers.

Rapid Printers Roller Co.

Manufacturers of the



519-521 West Van Buren Street

Telephone Wabash 6736

CHICAGO, ILLINOIS

WE GUARANTEE THE RAPID ROLLER
WILL NOT
Shrink—Harden or Swell

Scientifically made to overcome defects so often found in most rollers.
Does not expand or contract; retains its resiliency.

NO RAPID ROLLER WILL EVER HAVE UNEVEN WAVES
UNEVEN SHRINKAGE—SETTING AT VARIOUS ANGLES

These are BIG CLAIMS—Let us prove them to YOU

1000 printing concerns are now using them on their presses.
The merits of our product are its own recommendation.

*Put RAPID ROLLERS on your press—they pay for
themselves by the first day's use.*

E. F. HAMM, President
T. E. DONNELLEY, Vice-President
DANIEL BOYLE, Treasurer



CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephone Harrison 6392

Printing Trades Credit Association
C. I. Kagey, Secretary

E. F. Hamm of the Blakely Printing Company was elected president and T. E. Donnelley, vice-president, of the Franklin-Typothetae of Chicago, at its annual meeting held at the City Club Thursday night, June 24. Other officers elected were Daniel Boyle, treasurer; Ben P. Branham, chairman Typothetae Division; F. W. Smith, vice-chairman;

Membership in the organization was boosted to almost 500 when 22 new members were taken in. The total membership is now 482, making Chicago's the largest association in the country. The new members are:

The Abbey Press, 2812 N. Clark street; Edward F. Carp & Co., 4632 Cottage Grove avenue; Consolidated Printing & Publishing Co., 4017 N. Robey street; Drake & Amico,



E. F. HAMM, Pres. Franklin-Typothetae



T. E. DONNELLEY, Vice-Pres. Franklin-Typothetae

George Hart, chairman Blank Book Division; Fred C. Laukert, vice-chairman; E. J. McCarthy, chairman Trade Composition Division; Charles L. Just, vice-chairman Trade Composition Division; William Sleepack, chairman Franklin Division, and R. B. Nelson, vice-chairman Franklin Division.

About 150 persons were in attendance at the meeting, which proved to be one of the best of the year. During dinner and between the reports of the officers, the members were entertained by vocal and instrumental music. Following dinner the reports of the various officers and division chairmen were given.

No other meeting will be held until August, when final plans for Chicago's part in the U. T. A. convention will be made.

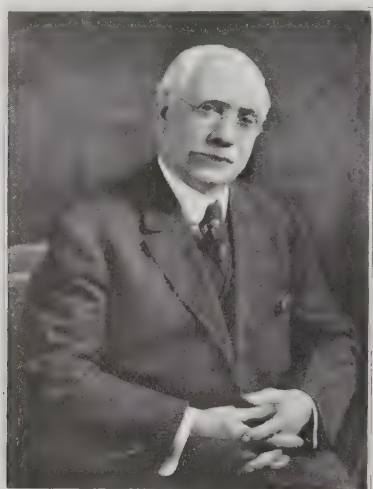
1018 W. Harrison street; Eureka Printing Co., 1130 N. California avenue; Fishers, Printers, 624 E. 63rd street; Paul J. Grunewald, 4100 N. Oakley avenue; Henry Harris & Co., 1742 Ogden avenue; Harris & Walker, 167 W. Monroe street; Imperial Press (W. E. Wockenfuss), 855 N. Robey street; E. A. Jannotta & Co., 1367 N. Clark street; The Lion Press, 1134 N. Clark street; The Merchants Press, 3123 Clifton avenue; Mid-West System Co., 2612 S. Park avenue; Minute Man Printing Co., 503 E. 63rd street; Modern Printing Co., 1218 N. Clark street; The Peacock Co., 3924 Elston avenue; Phoenix Printing Co., 5619 Wentworth avenue; The Bankers' Print, 5021 Cottage Grove avenue; Cloister Print Shop, 3979 Cottage Grove avenue; Silverman Press, 4150 Cottage Grove avenue; Standard Printing Co., 20 E. 43rd street.

When the report of the nominating committee was given by H. W. Campbell, its chairman, those selected were elected unanimously. Division officers had already been chosen by the various groups and divisions and committees will be selected some time this month.

Mr. Hamm, in accepting the presidency, very ably pointed out the needs of the present time and said that while it was with much misgiving that he had accepted the nomination, he nevertheless felt compelled to do so in order to help the industry. Mr. Hamm also spoke for Mr. Donnelley, who was unable to be present, declaring that both would do their utmost to further the interests of the organization.

Mr. Boyle, elected as treasurer, guaranteed to guard the money of the organization like a watch dog.

After Mr. Hamm had taken the chair as president, he called upon J. W. Hastie, ex-president of the organization, who in his usual sincere and straight-



DANIEL
BOYLE
Treasurer

forward manner, gave credit to the officers of the past year for what they had done for the Franklin-Typothetae, ending by presenting Mr. Singler, the retiring president, with a beautiful gold watch and chain, and in addition \$120 in gold for Mrs. Singler, to "compensate her for Mr. Singler's absence on official business."

Short addresses were also made by Jos. A. Bor-den, secretary of the national organization; W. J. Hartman and S. B. Weinberger, the last two having just returned from California.

Reports were read by Mr. Singler as president and C. C. Means as secretary, who, in addition to giving his own report, gave those of Treasurer J. H. Walden, F. B. Cozzens, chairman of the trade matters committee, and William Sleepack, chairman of the entertainment committee, who were unable to be present.

Other reports were by Daniel Boyle, chairman of the Franklin Division; H. W. Campbell, chairman of the Typothetae Division; E. J. McCarthy, president of the Trade Composition Association; W. P. Johnston, chairman of the Blank Book, Loose Leaf, Edition Binders' and Rulers' Division; M. H. Kendig, chairman of the credit committee; L. F. Neeley, who gave the report of the promotion committee for E. E. Laxman, and J. Harry Jones, chairman of the cost committee. T. S. Quin reported for Toby Rubovits, chairman of the educational and publicity committee. The report of the general secretary, C. C. Means, is as follows:

Annual Report of the Secretary, C. C. Means

"I have the honor to present a report of the activities of the secretary's office during the past year, three months of which I have been connected with the association as general secretary; the previous

nine months having been administered by Messrs. Woodfield and Bechelor.

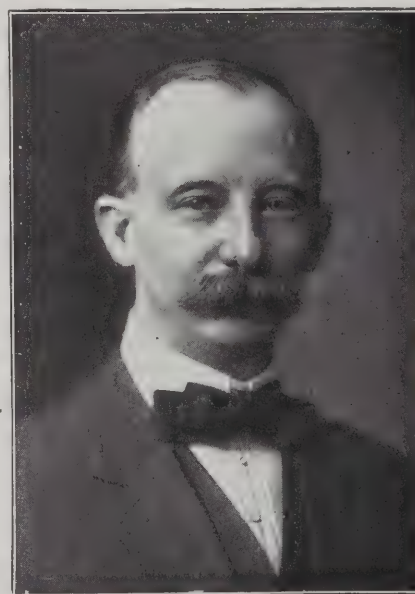
"During my administration a number of changes have been made in the personnel of our organization. Today a new force of young, ambitious, and efficient men are shouldering the responsibility of conducting the work of the association through a period of unparalleled success.

"Little over a year ago our membership numbered three hundred and seventy-three. Tonight you have acted favorably upon sufficient applications to put our organization near the five hundred mark. No other printers' organization in the country has a membership to compare with the Franklin-Typothetae of Chicago. No other printers' organization has undertaken such diversified activities as attempted by this body.

"Many of our members do not have an appreciation of the organization necessary to conduct the work of the local office. Besides the general secretary, two field representatives, an office manager, three cost accountants, two visiting bookkeepers, one production engineer, one appraisal expert, two representatives of the credit and collection bureau and the necessary clerks and stenographers, constitute our working force.

Promotion Committee

"The work of the general secretary has been made exceedingly pleasant because of the intense interest and willing co-operation of the members of the promotion committee. No other group in our association has evidenced so much action and aggressive leadership. The secretary has learned that when advice is needed, or help required, the promotion committee either, as a body or individually, may be depended upon for the kind of advice and co-operation necessary for the successful consummation of important work.



BEN P.
BRANHAM
Chairman
Typothetae
Division

Group Plan

"The wonderful progress of our organization during the past year has been largely due to the interest manifested in the Group Plan of organization. Already the commercial, catalogue and job groups are meeting regularly, and the members constantly in competition are becoming personally acquainted and are bringing their individual problems before the group meetings for advice and discussion.

"The blank book group, the Trade Composition Association of Chicago and the trade rulers' group are organized and have done constructive work of great value.

"The printers who specialize on ad composition alone have quite recently formed an organization affiliated with the local body, and have already given consideration to many forms of abuse prevalent in their specialized industry.



F. W.
SMITH,
Vice-Chairman
Typothetae
Division

Cost and Accounting Service

"During the year E. C. Flinn has been engaged as head of the Cost Accounting Service. Based on his experience with the United Typothetae of America as a traveling cost accountant, Mr. Flinn has been able to render unusually valuable service, and has created a department which is now self-sustaining.

"In connection with the installation of cost systems, this department renders service on income tax returns, visiting bookkeeping service to small printers, and the revision of cost systems. Our plans for the coming year include the extension of this popular service to our members.



R. B.
NELSON,
Vice-Chairman
Franklin
Division,

President Lincoln was asked:

"You never swear, Mr. President, do you?"
"Oh, I don't have to. You see I have Stanton in my Cabinet."

This compliment to his Secretary of War reminds one that

Lincoln Halftone Black

has not a cuss word in a ton of it.
Keep profanity out of the press-room by using inks made by

Sinclair & Valentine Co.

INKS FOR TYPOGRAPHIC, LITHOGRAPHIC
PLATE, TIN AND FABRIC PRINTING

Factories: New York, New Jersey, Canada

NEW YORK: 605-611 WEST 129TH ST.

ST. LOUIS	BOSTON	CLEVELAND	BALTIMORE
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ALBANY	WINNIPEG	TORONTO	MONTREAL

CHICAGO: 718 SOUTH CLARK STREET (PHONE HARRISON 2149)

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New and Used Machinery for
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Cylinder Presses	Cylinder Cutting and
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Lee 2-Rev. Presses	Stitchers
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Paper Cutters	Hamilton Wood and Steel
Automatic Cutters	Goods
Lever Cutters	Complete Printing Outfits

Examine Our Line New and
Used Machinery and Outfits

See Our Classified Ads

WANNER
MACHINERY CO.
A.F. WANNER PROP.

714-16 S. DEARBORN ST.
CHICAGO, ILL.

Phone: Harrison 6888, 6889

Shops: 215-23 WEST CONGRESS STREET

Shop Phone: Harrison 1474

Credit and Collection Bureau

"The Credit and Collection Bureau is ably conducted by C. I. Kagey, who has been with the Printing Trades Credit Association for approximately eleven years. During this time he has acquired knowledge of conditions which makes him exceedingly valuable to the association. This bureau is practically self-sustaining, and our plans for the ensuing year will undoubtedly make it a very profitable department.



WM.
SLEEPECK,
Chairman,
Franklin
Division

Engineering Department

"This department has been created within the past sixty days and is being handled by E. L. Wilson, the well known efficiency and production Engineer. Several important commissions have already been placed with the association and Mr. Wilson's services have met with enthusiastic approval. This new department will be actively promoted and important developments may be expected.

Printers' Appraisal Service

"A. E. Gimlin has been engaged as representative of our Appraisal Service to printers, being a practical man with a thorough knowledge of the printing trade, who is especially well qualified to render service to our membership. A number of concerns during the past year have used Mr. Gimlin's services and have established the value of their equipment on the basis of the present increased prices of machinery.

The Field Representatives

"F. W. Randolph, field secretary, tendered his resignation in March in order to accept the secretaryship of the Typothetae-Franklin Association of Detroit. This association felt keenly the loss of Mr. Randolph's services, although those who had known him best were glad for his advancement.

"R. C. Tufts, who came with us in January, has developed into a very capable field representative, and is handling the numerous job groups and most of the personal solicitation of members. He has been tireless in his activity and has demonstrated his value to the association.

"Mr. Swanstrom has recently been engaged as a field representative and will devote much time during the summer months in organizing the sales, estimating, and cost and accounting courses, which we expect to establish in the fall.

The Office Manager

"H. G. Cantrell was selected as the man best qualified to handle the routine of the office and to coordinate the activities of the various departments of our association.

"His selection was particularly fortunate, as he has conclusively demonstrated his ability to render intelligent service on all matters pertaining to the industry, and by reason of his peculiar adaptation to the work, many members have sought his advice.

A recent record indicates that four times the number of service calls have been handled by the office during the past three months than prior to that time.

Bulletin

"A weekly Bulletin is prepared by the secretary, containing an editorial on timely topics and news items of particular interest to the industry. A section of each Bulletin is devoted to a specific branch of our service, and the classified section contains advertisements on labor, and a machinery exchange. The Bulletin is mailed regularly to the secretaries of each local Typothetae of every city in the United States and Canada, and numerous instances have recently been called to our attention indicating that the leadership of the Chicago organization is being emulated by other cities.

Finances

"Approximately 90% of our membership has reported their 1919 payrolls, on which dues for the ensuing year will be collected. It is expected that the revenue of the association will be increased to about \$75,000.00, which amount will be used to put into operation every activity outlined in the Permanent Plan, which has been previously explained to the membership.



C. L. JUST,
Vice-Pres.,
Machine
Division

"The secretary and his assistants are proud to represent you gentlemen. We are proud to be identified with an organization composed of men recognized as the leaders of our industry. The Franklin-Typothetae of Chicago occupies an enviable position among printers' organizations. Being the largest body of its kind in America, we must maintain our position and continue our leadership. We must originate new methods of sustaining interest and of rendering service. We must teach the less aggressive the value of co-operative effort.

"With our resources of men and money, we should recognize no limitations in our development. It is my sincere desire that on the occasion of the next annual meeting I may be able to report a degree of progress in keeping with the opportunities afforded."

Report of E. J. McCarthy, President Machine Division

"As chairman of the Machine Division, I have the honor to report that this division now comprises 90 per cent of the machines doing composition for the trade in the city of Chicago. This division has shown

a healthy growth in membership during the past year. Our Franklin-Typothetae dues are paid through our division and are paid three months in advance.

"We have had fifty meetings during the year, with an average attendance of fourteen. We have gained seven members during the year and lost but one, making a net gain of six members.

"We have been confronted with a shortage in labor, as you know, but we have weathered the storm



E. J.
McCARTHY
President
Machine
Division

in good shape and have tried to give our customers, the members of the Franklin-Typothetae, the service which they have a right to expect, in return for the hearty co-operation they have given us in the stabilizing of the machine industry.

"During the year just closed, this division of your association was successful in getting together the proprietors of trade houses in other cities and organizing a national body. We had the honor of bringing to our city the first convention of the International Trade Composition Association, a branch of the United Typothetae of America.

"The results of the convention have been remarkable and I can safely say that during the ensuing year the printer-members of the Franklin-Typothetae need have less fear of outside competition as far as composition is concerned, than in the past, as our members throughout the country have adopted a simplified cost system, and knowing their costs, they will not sell their product below cost.

"I wish to thank the officers and members of the Franklin-Typothetae in behalf of the Machine Division for the loyal support and co-operation given us during the year and sincerely hope that we will be able to add many members to the ranks of the Franklin-Typothetae during the ensuing year."

Annual Report of the Credit Committee

Martin H. Kendig, Chairman Credit Committee

"Deeming the credit bureau to be one of the most important departments of our body, we have spent most of our efforts on propaganda, feeling that if our members could be made to realize the splendid results that were being obtained the usefulness of the bureau could be extended to every member.

"We had prepared a series of full-page ads by our national advertising bureau, which have appeared

from time to time in the Ben Franklin Monthly and believe that good results were obtained therefrom. Also by calling attention to the credit bureau in the Typothetae Bulletins whenever space would permit.

"Your committee recommended and had approved by the executive council a resolution requesting all members to furnish the credit bureau with their ledger indexes, which we think will be of advantage not only to the credit bureau but to every member.

"The number of calls for credit information during the past year was 3,750.

"The collection department has made splendid progress during the year as will be shown by the following, which is an increase of approximately 200%.

Collected last year without suit.....	\$ 2,927.08
Collections made by suit.....	3,768.57

Total	\$ 6,695.63
-------------	-------------

Collected this year without suit.....	\$11,608.58
Collections made by suit.....	7,929.98

Total	\$19,538.56
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Total judgments secured during the year, 51."

The committee also complimented Mr. Kagey for his excellent work.

McParland Elected President

John McParland has been elected president of the International Typographical Union, defeating Marsden G. Scott by a 1,500 majority. Walter W. Barrett was elected first vice-president; James J. Hoban, second vice-president; J. W. Hays, secretary-treasurer; James Drury, delegate to Trades and Labor Congress of Canada; Joe M. Johnson, agent Union Printers' Home; Mark M. J. Mitchell, board of auditors; Frank Morrison, Max S. Hayes, T. W. McCullough, William Young, Charles P. Howard, delegates to American Federation of Labor; Thomas McCaffery, trustee Union Printers' Home.

**HAMMERMILL
BOND**

"The Utility Business Paper"

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

SEND for a
set of port-
folios that will
help you sell
more printing.

MCGRATH ENGRAVING CO.

**ENGRAVERS
ELECTROTYPERS**

TEL. HARRISON 6245

501 S. LA SALLE ST.

CINCINNATI

The Queen City of the Industrial West

JOHN STARK, Representative, 901 Union Central Building. Telephones Main 79 and Avon 5758.

Cincinnati printers know how to mix chicken—with the feathery variety—with business. They did this exceedingly well at the annual meeting of the Franklin-Typothetae, held at Phillipi's Garden in Mt. Auburn on Thursday, May 27. The chief business of the day was the election of a new board of governors. Before the business meeting got under way the members gathered about the festal board and partook of a real old-fashioned wholesome chicken dinner, all the while being treated to a fine musical program and some feats of "mystic art" by George Stock, Cincinnati magician. At the close of the dinner came Don V. Gerking of the national office, Chicago, who gave a very interesting and instructive talk on organization work.

Fourteen of a total of 20 candidates were elected to membership on the board of governors. The election was a spirited one. The following were chosen: Stanley Pachmeyer of the Pachmeyer-Lutmer Press, Walter Berg of the Crescent Printing Company, A. J. Braunwart of Braunwart & Brockhoff, Reuben Bohnett of Bohnett & Company, Allen Collier of the Procter & Collier Company, Charles E. Deye of the Quality Electrotpe Company, Wilbur H. Krehbiel of C. J. Krehbiel & Company, William F. Kroner of William F. Kroner & Company, Charles B. Dodd of the A. H. Pugh Printing Company, Elmer Miller of Miller & Hancock, Arthur Morgan of the U. S. Printing & Lithographing Company, William H. Nau of the Seyler Printing Company, C. A. Radford of the Western Newspaper Union and Leslie Webb of the Webb-Biddle Company.

The board held its organization meeting on June 3 and elected the following officers for the ensuing year: President, A. J. Braunwart, who was similarly honored in 1917; C. A. Radford, vice-president; Elmer Miller, recording secretary, re-elected, and Reuben Bohnett, treasurer. H. D. Stops, acting executive secretary, was given a permanent appointment.

Leslie Webb, president of the Webb-Biddle Company, is seeking to restore his health in Rhode Island, where he is taking a much needed rest. He has the best wishes of the fraternity for a speedy recovery.

H. D. Stops, recently appointed executive secretary of the Typothetae, is home after a trip to Chicago, where he spent some time in the national offices of the organization, collecting data and suggestions for use in the local work. On the way to Chicago he made the trip by automobile, being accompanied as far as Indianapolis by Alfred May of May & Kreidler, who attended the convention of the Associated Advertisers at the Hoosier capital. Mr. May is secretary of the Advertisers' Club of the Queen City. Mr. Stops is laying plans for a constructive program which has for its aim the placing of the local organization in the foreground. On the return trip from Chicago, Mr. Stops attended the graduation exercises of the U. T. A. School for Printers, at Indianapolis.

D. C. Keller, president of the Retail Merchants' Association of Cincinnati and a large chain of drug stores, recently addressed the salesmen's unit of the Franklin-Typothetae at its noon-day luncheon at the Chamber of Commerce. He spoke on "Salesmanship." His address was highly interesting and instructive and was thoroughly enjoyed by the members of the unit. At the close of the luncheon, two nominating committees were named by Charles B. Dodd, president, to name candidates for the Blue and Red tickets.

The Binders' Union of the Franklin-Typothetae on June 3 adopted three price lists, this action comprising the most important part of the regular meeting, which was presided over by William F. Kroner, chairman. The lists adopted are: Net trade price list on pamphlet and catalog binding; rulers and binders net trade ruling price list, and net trade price list on perforating, punching and other miscellaneous bindery work. C. A. Kennedy of C. A. Kennedy & Son explained the new lists to the members.

C. A. Radford was at the typesetting case when the "Big Four Daily" was printed on the special train bearing the Dayton and Cincinnati delegates to the Democratic convention at San Francisco. The paper was printed daily on a 12 by 18 Gordon press and made a big hit with the politicians.

BOOK PAPERS

Coated and Uncoated

BRISTOLS AND BLANKS
EVERYTHING IN PAPER



Distributors of

WARREN'S STANDARD PRINTING PAPERS AND THE HAMMERMILL LINES

THE DIEM & WING PAPER CO.

CINCINNATI, OHIO

LOUISVILLE, KY.

COLUMBUS, OHIO

NEW ORLEANS, LA.

IRISH LINEN BOND

Unexcelled in Its Field
For Letterheads and Forms
Envelopes to Match

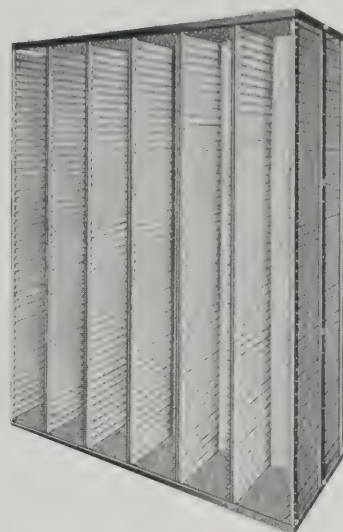
The dye and chemical works of the Ault & Wiborg Company, located in Norwood and St. Bernard, and which include about forty buildings, are to be taken over by a new corporation on July 1, in which the Ault & Wiborg Company will retain a very considerable interest. L. A. Ault will be one of the directors of the corporation, which will be operated by a syndicate that controls the three principle dye works in Basle, Switzerland. Mr. Ault announced the consummation of the deal, after it had been denied by representatives of the company. He said that early in February a committee representing the Swiss syndicate inspected the dye works and, after negotiations an agreement was reached. The name of the new concern has not been decided on. It will be an American company and one of the stipulations made by the Ault & Wiborg Company was that not one cent of German money, directly or indirectly, be used at any time, either in the acquisition or expansion of the industry. The Ault & Wiborg Company continues in the operation of its ink manufacture and many other industries.

The Procter & Collier Company, advertising agents and printers, at present located in the Commercial Tribune building, will go ahead with the construction of its handsome new plant on McMillan street. The corporation has secured estimates and contractors have been awarded some of the contracts. The building is to be of the English type.

The Lammers Company announces the removal of its offices and studios from the Commercial Tribune building to 18 and 20 West Seventh street. The company has headquarters in Dayton, Chicago and the Queen City. They are advertising counselors, illustrators, engravers and printers.

100% Efficient

This iron cabinet occupies floor space 27 x 59 inches and holds 600 galleys 9 x 13.



WE BUILD STORAGE CABINETS to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

THE AULT & WIBORG COMPANY

Main Offices and Factories—CINCINNATI—Houses in all large Cities

NEW YORK
CHICAGO
ST. LOUIS
CLEVELAND
DETROIT

BUFFALO
MINNEAPOLIS
MILWAUKEE
ATLANTA
BALTIMORE

PHILADELPHIA
BOSTON
SAN FRANCISCO
LOS ANGELES
FORT WORTH

TORONTO, CAN.
MONTREAL, CAN.
WINNIPEG, CAN.
LONDON, E. C., ENG.
BUENOS AIRES, ARG.

ROSARIO, ARG.
CORDOBA, ARG.
RIO DE JANEIRO, BRAZIL
SAO PAULO, BRAZIL
MONTEVIDEO, URUGUAY

SHANGHAI, CHINA
HONG KONG
CANTON, CHINA
HANKOW, CHINA
TIENTSIN, CHINA

PRINTING INKS



All raw materials entering into our Printing Inks are thoroughly tested.

These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

The final result of this painstaking effort assures—**QUALITY.**

The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

SINGLE TYPE

The best printing has always been done from separate new type set up one at a time — and always will be

The Monotype in the modern composing room multiplies the skill of the workers and makes possible the production of more good printing than can be done in any other way. Guided by the brain and skill of the operator, *it sets new single type one at a time*, retaining all the excellence of the old method with the addition of modern productive efficiency.



Incidentally, it provides display type and all the material required for all the work that must be done by hand, and eliminates the waste of distribution.



LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

NEW YORK—World Building
CHICAGO—Plymouth Building

BOSTON—Wentworth Building
TORONTO—Lumsden Building

Monotype Company of California, SAN FRANCISCO

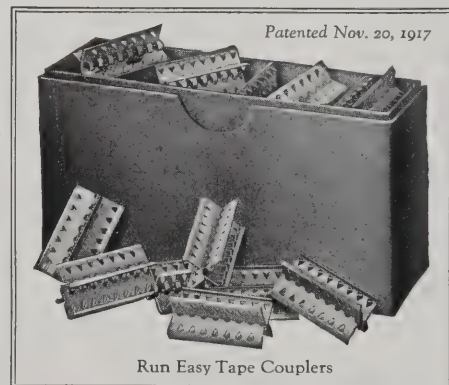
Made Especially for Users of Red-Line Tape

Run Easy Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The *Run Easy* Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. *Run Easy* Metallic Tape Couplers are made in the following sizes, 50 in a box:

$\frac{3}{8}$ inch $\frac{5}{8}$ inch $\frac{7}{8}$ inch $1\frac{1}{8}$ inch
 $\frac{1}{2}$ inch $\frac{3}{4}$ inch 1 inch $1\frac{1}{4}$ inch

USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS



Patented Nov. 20, 1917

Run Easy Tape Couplers

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY



Declaration of Dependency

BROWN'S LINEN LEDGER

HAD the DECLARATION OF INDEPENDENCE been written on BROWN'S LINEN LEDGER, it would still be the same white sheet.

BROWN'S LINEN LEDGER is made from white rags only which omits the use of chemicals for bleaching, allowing the paper to retain its color indefinitely.

When ordering ledger paper, specify "BROWN'S" for satisfaction. We have a complete line in both white and buff for immediate delivery.

Telephone or call

Messinger Paper Company

180-182-184 West Randolph Street

CHICAGO

Telephone Main 2120

Nobody

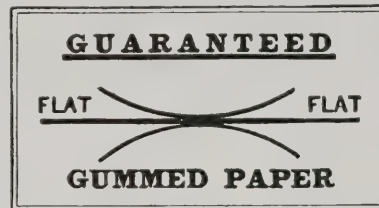
Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

Mills and Main Office:

Brookfield,
Mass.



Ideal Coated Paper Company

NEW YORK

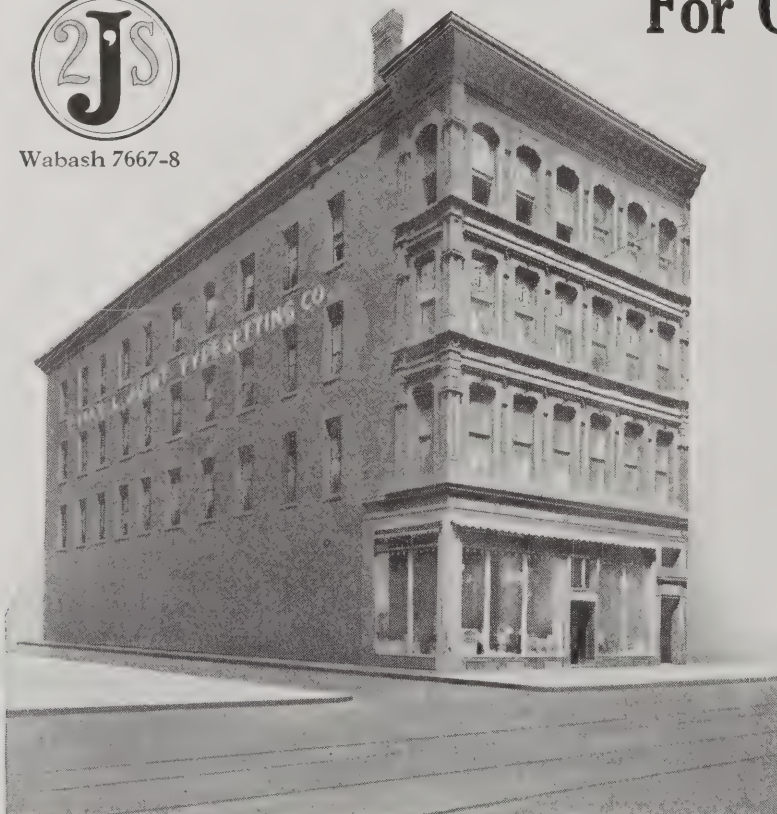
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CINCINNATI

CALL THE



Wabash 7667-8



The New Home of the 2 J's, 218-20 S. Clark St.

For Good Typesetting and Makeup

The Chas. L. Just Typesetting Co. is now prepared and fully equipped to give service to all printers, publishers and private plants. Our machinery and type faces are new and our makeup department is up-to-date in every detail. Our type display is without doubt one of the best shown and will afford you an opportunity to make selections for any composition you have that requires printing of a superior quality.

Wouldn't it be a great relief if you could say to your typesetter, I want this booklet, catalogue or publication set and made up and then be able to entirely dismiss the matter from your mind, in the confidence that he will do the work to your entire satisfaction. The typesetter who can do that for you must offer efficient service; *that is what we are ready to do for you.*

CHAS. L. JUST
Typesetting Co.

218-220 S. CLARK ST. CHICAGO Telephone WABASH 7667

*We have the
Stock*



Let Us Serve You

Our Semi-Monthly List of "Seconds" and Monthly
Lists of "Jobs and Perfects" issued regularly

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1369 Arcade Building
Telephone Bell Olive 7973

MINNEAPOLIS, MINN.
303 Andrus Building
Telephone Main 6246

DETROIT, MICH.
420 Lightner Building
Telephone Cherry 3325

PITTSBURGH, PA.
209 Ninth Street
Telephone Grant 103

CLEVELAND, OHIO
500-414 Superior Ave. N. W.
Telephone Ontario 1671

CINCINNATI, OHIO
307 Johnston Bldg.
Telephone Main 4427

MILWAUKEE

and Wisconsin

Sales Division Changes Mode of Operation

Credit and Demerit System Installed. Rules Show this Department of Milwaukee Typothetae one of Strongest in Country

The sales division of the Milwaukee Typothetae has recently been reorganized and two new features employed to make it more efficient. These features are the adoption of uniform quotation blanks for members, on which is printed the recently adopted trade customs of the organization and the installation of the credit and demerit system, whereby members are assured of the interchange of information.

This division has been one of the most successful of any operated by any of the organizations of the country, and with the adoption of the following new rules, many of which are entirely original with this association, it is felt that a still greater degree of efficiency will be obtained:

Rules of Operation

1. Members of this division shall operate on the open price plan. It shall have a chairman, secretary and treasurer, elected by the membership for one year at the first weekly luncheon in October of each year.

2. Conditions shall apply to all classes of printing, binding, lithography and die stamping.

3. All quotations on jobs over \$25.00 shall be reported to the central office and one copy of each quotation shall be filed at said office by 12 o'clock (noon) of the following day.

4. A standard form of quotation blank in triplicate shall be used in quoting customers and the triplicate copy shall be filed at the central office in consecutive numerical order as used.

5. What shall be reported:

A. Quotations with specifications on all work in the state of Wisconsin.

B. All revisions of same.

C. Daily reports on all jobs entered from customers in the state of Wisconsin. (This provision is not mandatory upon the membership, but is wholly optional with each member.)

6. All quotations must first be given to the customer before being reported to the office.

7. A duplicate of detailed estimate must be furnished to the central office when asked by competitive members.

8. When required, a duplicate cost sheet with finished job shall be sent to central office on completion of any competitive work.

9. No printer is required to adhere to his original quotation after ascertaining quotation of others. Each is free to revise, but he must immediately notify and file all such revisions with the central office.

10. Weekly luncheons shall be held on every Friday from 12:30 to 1:30, at which every firm shall be represented.

11. No member shall criticize another member in his absence unless such member has been duly notified to appear at a meeting.

12. The members of the sales division will be divided into three classes, based on annual mechanical payroll of previous year, as follows:

Class A. M. P. R. of \$50,000 or more per annum.

Class B. M. P. R. of \$10,000 to \$50,000 per annum.

Class C. M. P. R. of less than \$10,00 per annum.

13. Annual dues will be payable in advance as follows:

Class A members.....\$300.00

Class B members..... 200.00

Class C members..... 100.00

14. For the purpose of checking up violations of rules, each firm, upon payment of its dues, will be credited with five points for each dollar of dues paid in. Demerits shall be charged against offending members by the managing secretary upon his own knowledge of violations of the rules, or on complaint and proof to him in writing by another member of this division and such charges shall be subject to the approval of the sales division at each weekly meeting.

15. All violations of rules are subject to demerits by points as follows:

For Class C members:

Failure to file a quotation..... 5 points

Failure to attend a weekly meeting..... 5 points

Failure to file a revised quotation..... 15 points

Failure of a member to come to weekly meeting when complaint has been filed against him 25 points

For Class B members demerits shall be double above scale for each offense.

For Class A members demerits shall be treble above scale for each offense.

Any member may excuse himself without demerit from attending the weekly luncheon by phoning the central office before noon of luncheon day, providing further that any member who fails to attend at least one luncheon a month shall suffer demerits for all luncheons held in that month, whether he may have been excused or not.

16. All complaints of violations of rules must be filed in writing with the managing secretary of the Milwaukee Typothetae, who will promptly notify offenders to appear before the next weekly meeting.

17. When the total of demerits charged to any member firm, during any year, equal the total credits of that firm, the firm's membership in the sales division automatically terminates and all dues previously paid in by such firm become forfeited to the members remaining in good standing at the end of the year. In such a case the firm may continue its membership by advancing the amount of its yearly dues again.

Paper Cutters and
Cutting Knives

Perfection Safety Quoins
Electric Welded Chases

Folding Machines
Wire Stitchers

Miller Saw-Trimmer Co.'s Service Station

JACOB RUESCH

PRINTERS', LITHOGRAPHERS' AND BOOKBINDERS'
MACHINISTS AND ERECTORS

Phone Broadway 1537

Whitmore's Gear Protective Composition

485 BROADWAY
MILWAUKEE, WIS.

Laudon-Nuzum
Electrotype Co.

133 • 135 • MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.

Milwaukee, Wis.

18. In case of resignation, all dues paid in shall be forfeited.

19. From the dues of each member shall be paid their noon-day luncheons and at the end of the year all moneys remaining in the treasury shall be divided among the members in good standing in the proportion that the credit points remaining to each member's account bears to the total of credit points remaining to all members' accounts.

Duties of Members

1. The office shall interchange all quotations and revisions of same as received, that is, the first quotation is held until the second is received, whereupon the substance of the copies of the two are immediately interchanged and so on as each successive quotation is received.

2. All reports of work received by members shall be entered on cards and all bidders on work entered shall be notified that the order has been placed and with whom.

3. When questions arise regarding the cost of a job, the office must keep a record of such job and demand a cost sheet when completed.

4. Where member has not reported a job for one week, the office will report such member to the sales division at its next luncheon.

5. Any request to the office for information as to what printers are figuring on any certain job must be accompanied by a complete statement of specifications.

6. The office shall not give any information to members of the division who do not live up to the spirit and requirements of its rules, and no information gathered under the plan and rules of this division shall be given to nonmembers of this division.

Duties of the Office

1. All quotations submitted on original ideas conceived by the bidder shall be designated so on report blank and said quotation shall not be interchanged, unless otherwise determined by the manager or a committee, to which it shall be referred. It is agreed and understood, however, that this shall not apply to original ideas or designs for which customer has furnished specifications.

2. When reporting on advertising agency work, the name of the agency shall be reported, the name of the customer and the title of the job.

3. When reporting quotations to societies, clubs, etc., where more than one person may be getting estimates, the name of the society or club and the name of the person to whom quotation is made shall be reported.

4. The United Typothetae of America Code of Ethics shall in a general way govern all members of the sales division in their relations with their fellow members and toward their customers.

The office staff of the Milwaukee Typothetae has been increased by the addition of Miss Jane Nolan, who will have charge of the sales division interchanges and assist on credits and collections, and Eleanor Buehler, who will carry on the visiting cost service work. Miss Buehler started active work on June 28. Sterling Printing Company, American Printing Company and Van de Kamp & Lorberter are the first subscribers to the visiting cost service.

H. G. Candee has been engaged as permanent cost accountant of the Milwaukee Typothetae and will also assume the duties of assistant secretary, aiding W. G. Penhallow, executive secretary. The cost service department has been made a permanent feature of the organization.

Milwaukee Typothetae has completed its first composite statement, based upon the cost records of twenty plants for the month of April. Work has also been started on a similar statement for May, in which the records of thirty plants will be used.

Henry Petran of the Streissguth-Petran Company was re-elected second vice-president of the American Photo-Engravers' Association at its convention in Cleveland last month.

Two books of interest to Milwaukee printers have been presented to the Typothetae by Charles Gillette of the Gillette Printing Company. One is a report of the proceedings of the first International Cost Congress, held in Chicago, October 18, 19 and 20, 1909, at the time when Mr. Gillette was secretary of the Milwaukee organization, and the other a booklet containing the program of the fifteenth annual convention of the U. T. A., held at Buffalo in 1901.

Paul Hammersmith, president of the Hammersmith-Kortmeyer Company, left June 14 on an automobile tour of the East, where he will visit points in New York and New England. While on the trip Mr. Hammersmith stopped off at the Photo-Engravers' Conventions in Cleveland. The trip will take at least five weeks to complete. Mrs. Hammersmith is accompanying him.

George Voorhees, estimator for the headquarters office of the U. T. A., Chicago, spoke to members of the estimating class and representatives of several large Milwaukee plants on June 21. Mr. Voorhees gave a demonstration of estimating from the "Black Book," proving to those present that the results obtained through its use tally closely with actual costs.

Charles Utz, president of the Milwaukee Printers' Roller Company, is able to be out after an illness lasting ten weeks and expects to be back on the job very soon.

THE FUCHS & LANG MFG. CO.

FAITHFUL adherence to the principles of manufacturing Inks that are ground in the most careful and vigilant manner, the best varnishes and materials, and approved by competent ink-makers and chemists.

Our Ink business has been built upon these fundamentals—our prices based on a thorough cost system.

The

Fuchs & Lang Mfg. Co.

119 West 40th Street, New York

120 West Illinois St. : Chicago

Factories: Rutherford, N. J.

ST. LOUIS

W. C. Howland, Representative, 1005 Federal Reserve Bank Building

On May 26, at the annual election held at their headquarters in the Pontiac building, Charles Herstein, chairman of the St. Louis Efficiency Board, was re-elected president of St. Louis Typographical Union No. 8 for the twelfth consecutive term. Other officers elected were: John P. Walsh, vice-president; George B. Woods, secretary-treasurer; J. W. Alvis and E. P. Dunn, members executive committee, job branch; William J. Gibbons and R. B. Kendall, members executive committee, newspaper branch; Wallace W. Cato, member board of trustees; Tracey Brown, H. J. Matteson and Gilbert H. Talley, members finance committee; William Bradburn, William J. Coombs and H. F. Kollmeyer, members investigating committee; F. G. Copeland, Ed. W. Randol and Charles M. Wilson, members relief committee, and Geo. E. Windegger, trustee burial plot.

Walter A. Dundridge, Percy Pepoon and Michael F. Stack were elected as delegates to the International Typographical Union convention to be held in August at Albany, N. Y.

Early last month, following a dinner at the Planters Hotel, given by the Ben Franklin Club, a trade composition division of the Ben Franklin Club was organized. The meeting was addressed by E. J. McCarthy, president of the I. T. C. A.; Frank W. Sherman, secretary Trade Composition Branch of the United Typothetae of America, and R. W. Van Vater, secretary of the Ben Franklin Club of St. Louis. Later in the month, the new division held a meeting and elected the following officers: Chairman, E. W. Harrold, St. Louis Typesetting Company; vice-chairman, Joseph B. Mueller, Monotype Typesetting Company. Regular meetings will be held on Friday evenings.

Jos. A. Borden, general secretary of the United Typothetae of America, addressed about 160 printers at a banquet given to him by the Ben Franklin Club on June 8. Among those present were ten ladies and thirty nonmembers, who were the guests of the club. Mr. Borden told of the preparations being made for the United Typothetae convention to be held in St. Louis in September, and which printers from all sections of the United States will attend. He also spoke of general printing conditions, the "Three Year Plan," of which Secretary Borden is the father, what has been accomplished in other cities and how organization work is being conducted on a national scale.

Announcement is made by the Mack-Elliott Paper Company, St. Louis, of the intended removal from its present location, where it has been for the past five years, to new quarters at 317-319 North Third street. This change will probably take place about August 1.

The new building is more centrally located and much more convenient to the printing trade. The building itself, which is of modern mill construction with sprinkler system, has five stories and basement and contains 65,000 square feet of floor space. The office will be on North Third street, the city and shipping departments on Vine street.

This company has always been known as a high-grade printing paper house, carrying in stock the finest and choicest printing papers. A wedding and commercial announcement department has just been added. This department will be in charge of R. B. McDougall.

The officers of the concern are: Charles E. Mack, president; Charles S. Elliott, vice-president, and George B. Mueller, secretary.

R. M. B. Tidd, the majority stockholder in the Nixon-Jones Company, has retired and will take a much deserved rest for two or three months. His future plans have not yet been announced. The Nixon-Jones Printing Company is one of the oldest in the city, having been incorporated in 1882.

Mr. Tidd, owing to his having severed his connection with the printing business, at least for the present, has tendered his resignation as a member of the Ben Franklin Club and also from the executive committee. A great deal of the success of the club has been due to him. He left last week for Portland, Ore., with the Shriners, to attend the convention there and does not expect to return until the first part of September.

Frank A. Chicard, vice-president of the St. Louis Electrotyping Company, died suddenly at his home, May 29, of an attack of indigestion. Mr. Chicard was 70 years old and was well known not only to printers in St. Louis but elsewhere as well.

H. J. Hamig has associated himself with the R. P. Studley Printing Company as superintendent of the plant. He formerly held the same position with the Security Printing Company.

Mrs. Clara J. Gannett, mother of Geo. B. Gannett, secretary of the George D. Barnard Stationery Company, died May 18.

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The Ben Franklin Club of St. Louis, formerly at 2165 Railway Exchange building, moved to 312-314 North Sixth street, the Southern Pacific building, immediately across the street from the Railway Exchange building, on July 1. Secretary R. W. Van Valer stated that the club needed more room, which was not available in the Railway Exchange building, hence they were obliged to find other quarters. They now have the entire fourth floor, 2,250 square feet, which is occupied by the secretary, the Open Competition division, the Cost and Accounting department, the Credit and Collection department and a large room for class and committee work.



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A company composed of P. C. Simmons, president, and O. J. Lawder, secretary-treasurer, both formerly connected with the Con P. Curran Printing Company and experienced in the printing business, and George H. Sisler, vice-president, the well-known baseball player, who is star first baseman of the St. Louis Browns, has purchased and taken charge of the plant of the Nixon-Jones Printing Company. The business will be operated under the name of the River City Press, Inc.

A bindery division of the Ben Franklin Club was organized June 10 at the American Hotel. The following officers were elected: O. W. Bruehmann, chairman; Charles A. Raack, vice-chairman, and F. A. Wagenfuehr, secretary.

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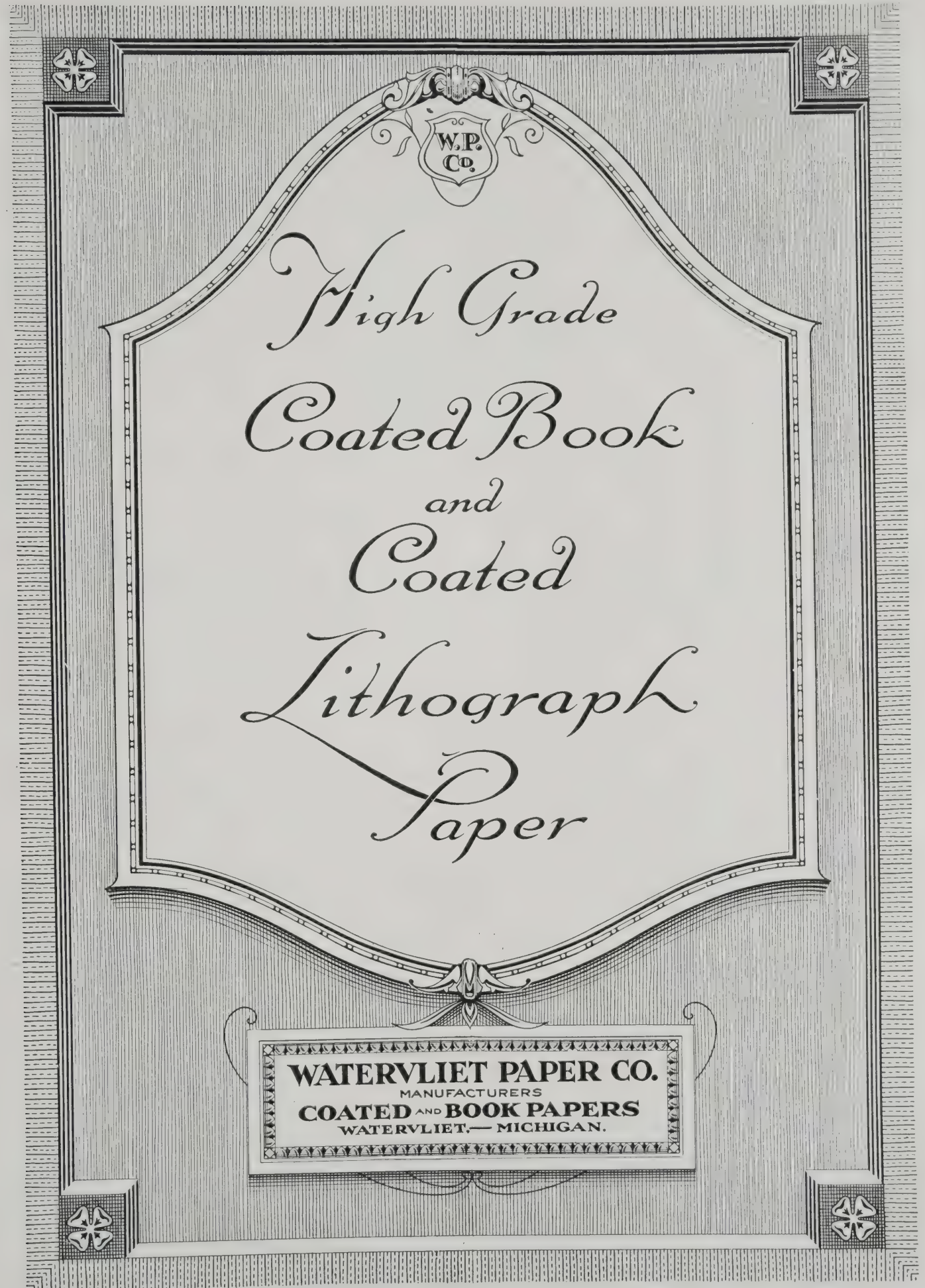
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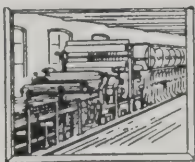


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PAPER TRADE NEWS AND VIEWS



Standardizing Paper Sample Books

The following is taken from an article which is to appear in the July number of "Character," the house organ of the Griffith-Stillings Press, Boston, Mass.

A standardized size for paper manufacturers' sample books so that they may be most handily filed for instant and continuous reference, is a strong need of this co-operative era in the production of printed matter.

A sample book of a paper manufacturer takes so much time and care in its preparation that it should be given permanent and specific value. Its "general publicity" qualities of first-sight attractiveness and association of the firm name with good paper are important, but have their limitations.

Samples, to be of full use and value, must be on hand when the particular jobs they are suitable for are on the tapis. Then their suggestive value clinches their advertising force.

The sample book that is constructed with the object of being an especially convenient, an "ever-present" aid to the busy printer instead of being in his way after he has given it a hurried inspection, is a "standing advertisement" of the highest and most valued type.

It is continuously useful, and so exercises a constant selling force when the need to buy is uppermost. It will be kept on hand to meet coming requirements—to give ideas that will suit a customer's needs at the very time these needs are in evidence.

The page size, $8\frac{1}{2} \times 11$ inches—a popular catalogue, magazine, folder and circular size, and that most used for letterheads, letterhead folders, etc.—affords an excellent chance for showing just how a job will look, and is particularly convenient to demonstrate the "feel," the thickness, and the strength of the different papers. A book of this size can be most readily filed. It fits files such as the printer and other consumers of paper are accustomed to use. If desired, it can be filed with correspondence.

The same advantages are assured by the use of the corresponding size of the hypotenuse-oblong standard recommended by the National Association of Purchasing Agents, the United States Chamber of Commerce, and other associations. This size is $7\frac{1}{2} \times 10\frac{5}{8}$ inches.

Standardization will ensure the long life for the paper sample book to which its worth entitles it. At present the life of a copy is often likely to be short if the printer is not in immediate need of what may have made an excellent and even inspirational first impression. Though he knows he will have need of just such ideas and papers as they contain, they do not fit his files! So he often trusts to memory or to brief filable memoranda. Or he expects to receive other books by the time he will need them, and sometimes reasons that he can get another copy of the particular book should he require it, but finds himself without one when the important "rush" job arrives.

Standardization of paper sample books will save much time, money and energy for the printer and his customers.

Even a large printing house, with its special help and facilities for filing matter of various shapes and sizes—a house that aims to let nothing get away from it that will be of service to any customer—feels that its facilities for frequent and immediate consultation of these books would be greatly increased by means of a standardized form. What a boon, then, to the average printer in cramped quarters, and with a small office force, would be such standardization.

When a printer has standardized books of the standard forms most used, of such a size that he can file them easily and refer to them instantly, he will soon refer to them constantly. He will thus be able to obtain for a customer in the shortest possible time the paper that best fits the job.

This will benefit the customer, whose best interests are the prime consideration of both the printer and the paper manufacturer.

It will benefit the printer, the importance of whose suggestions, ideas, plans and advice is being emphatically shown to the user of printing by the paper trade.

And it will benefit the paper manufacturer, whose beneficent influence on modern business should be as strongly appreciated by business men in general as it is by the printer who seeks to make the best possible use of his product.

The Moser Paper Company, Chicago, has just sent out a classy looking little book telling of the company's activities and containing picture of the founder, George W. Moser, who died in 1919, and the buildings and offices of the company. One page was given over to photographs of all the members of the MoPaCo Club and the remainder of the book giving the history of the company and telling of the lines of paper handled. The book is a credit to the firm.

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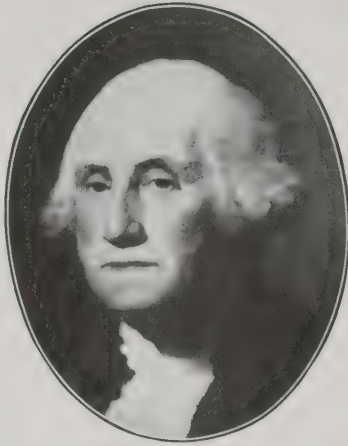
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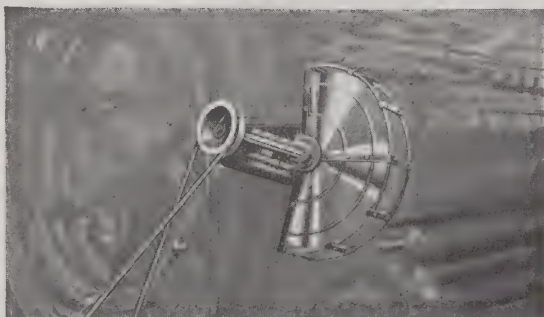
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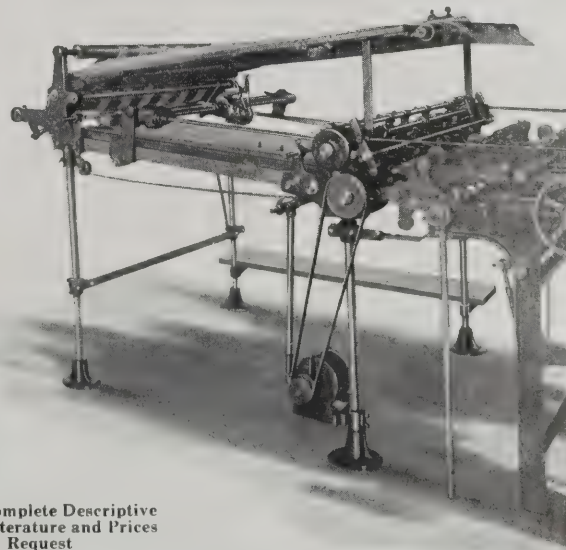
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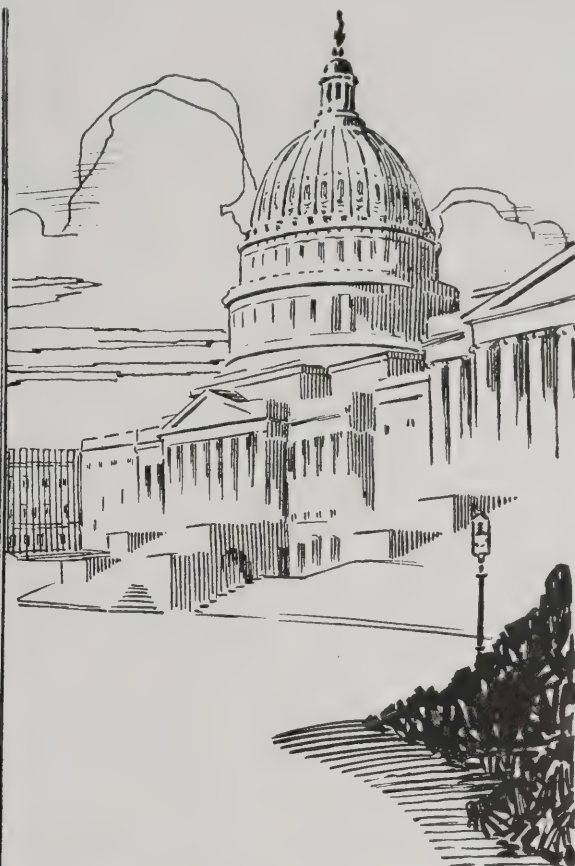
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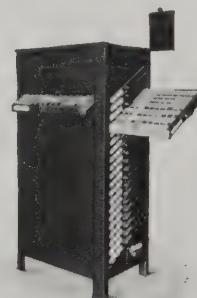
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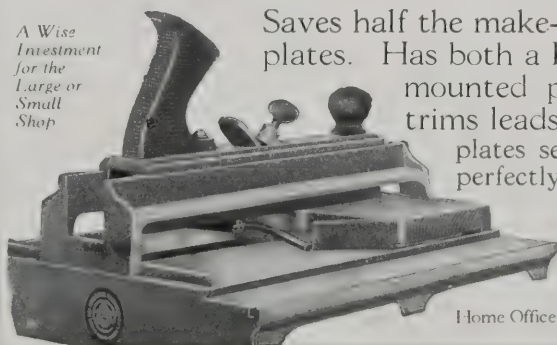
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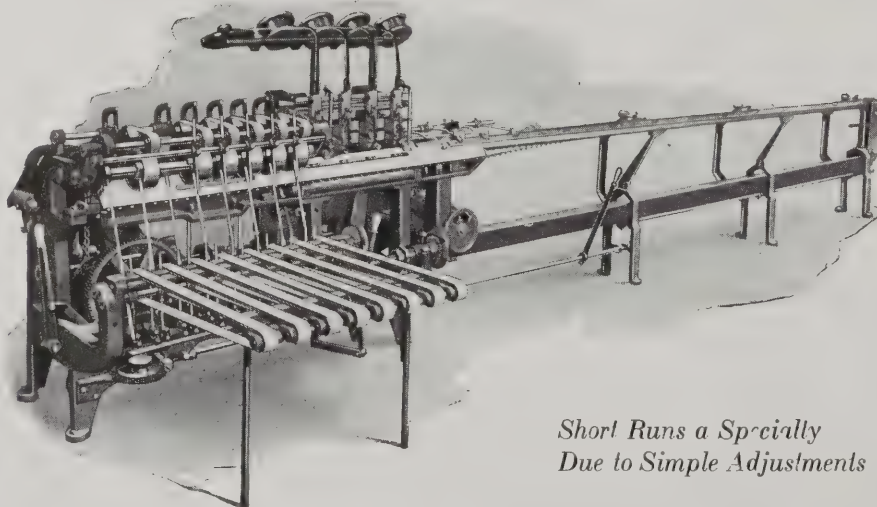
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WANTED—We will buy or sell for you your surplus machinery or outfit. Send us your list and, if possible, description, condition and price, f. o. b. your city. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—**THE WIRTH SALES BOOK CO.**, Chicago.

FOR SALE—Only exclusive Job Office in town of 10,000 in southern Wisconsin. A splendid opportunity for a live printer. Sickness reason for selling. Address A. 128, care Ben Franklin Monthly, Chicago.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at —Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

FOR SALE—Printing Machinery, Two Revolution and Drum Cylinder Presses, Paper Cutters, Gordons, Stitchers, Punches, Folders, Proof Presses, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—Power Paper Cutting Machine. Modern design. Machine must be in first class condition and obtainable at once. Curtis-Johnson Printing Co., 1640 S. Wabash Ave., Chicago.

BENEDICT'S 44 and 48-hour wage scales. Tell immediately the wages of your men and save time and money. Price, \$2.00 a scale. Address Ben Franklin Monthly.

WANTED—Ten copies of the April, 1920, issue of Ben Franklin Monthly. Will pay regular price. Mail care this office.

FOR SALE—Going printing plant, long established, with \$3,000 per month business. Outfit includes small Miehle, Cleveland folder, 12x18 C. & P. Miller Unit, 4 Gordons, cutter, composing and bindery departments. Price, \$12,000. Make appointment to see with Wanner Machinery Company, Harrison 6889, 716 South Dearborn street.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 239 N. 3d St., Columbus, Ohio.

THE EQUIVALENT weight per ream in any possible size sheet and the equivalent price per 100 sheets of cardboard in any possible size sheet, with the proportionate size of any cut or drawing for reduction or enlargement, easily told by means of the Paper Equivalent, a handy pocket size device. For sale by Ben Franklin Monthly, 508 South Dearborn Street, Chicago. Price, \$1.50.

Photo Engravers Adopt Standard Ink Co'ors

Continued from page 16

extent than others, and while it has been possible to manufacture colors that retain their strength much longer than others, it has not been possible to produce inks which will not fade at all. Our selection therefore should be of such inks which will stand exposure for a reasonable length of time.

"Then there is the matter of consistency. In order to produce the best results plates should at all times be proved with a minimum amount of ink, and this ink should be of the greatest concentration possible. This will give an exact reproduction of the plate on paper. Flooding a plate with thin ink to get the proper color values is a very poor practice, and on the other hand running plates with too little ink should be discouraged. Therefore, inks of the proper consistency must be selected and the amount used for each plate should be uniform in all cases.

"The price of inks is of great importance, particularly in quantity production. Colortype work today is largely produced in great volume—and as the ink item varies from ten to twelve per cent of the total cost of the run, a few cents difference in the price per pound will amount to thousands of dollars. Hence, we cannot select as standards inks made of rare dyes, but must make our selection among inks which will answer our purpose as closely as possible and are obtainable in large quantities at a price which will make the product a commercial possibility. The prices now paid for inks by various color printers all over the country vary as follows: For yellow, from 35 cents to 70 cents; for red, from \$1.25 to \$2.00, and for blue, from 90 cents to \$1.50.

(Samples of the inks selected were introduced at this point.)

"These inks have been chosen with great care and after considerable experimentation. They will answer all purposes. I have selected two yellows.

The shade called 'Y1' should be used wherever possible. It will give the proper result in nearly every instance. For those who require a chrome yellow on certain jobs which are to be run together I have selected a chrome called 'Y2.' I would, however, like to eliminate this chrome yellow, for it will tend to complicate matters; but inasmuch as perhaps some concerns would be anxious to use this shade I have indicated a standard for it. For the red I have selected two strengths of the same shade, as most work may be printed with a less concentrated shade than is given by 'R2.' 'R1' will answer most purposes and is my idea of a standard. For the blue, 'B1' should always be used for three-color work. It is a shade which will answer all purposes in three-color reproductions. It will give good blacks, excellent blues and purples, and a very good green. 'B2' should be standard for nearly all four-color work as, with the exception of a few cases, it will answer all purposes. However, I have given another blue—called 'B3'—which resembles a 'peacock' and can be used in isolated cases where copies require it.

"My recommendation, therefore, is that we adopt 'Y1,' 'R1' and 'B1' for three-color work. 'Y1,' 'R1' and 'B2' for all four-color work. The other colors should be used only on special occasions when necessity demands. These inks can be matched by any good inkmaker and their prices will not be greatly different from prices paid now.

"Now, I know, gentlemen, it will require just a little time for you to get acquainted with these colors and after you have used them for a while I am quite convinced you will stick to them. It will be a simple matter for you to refuse to turn out plates on which you cannot use these colors, and if you refuse to use inks supplied by your clients which do not match these shades it will take but a very short time for everybody to fall in line and see the advantages of these standards. It will mean a standardized product, a reduction of expense in production and elimination of waste."

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paper, loft dried and rag
ingredient, we recom-
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Carried in stock, white
and six colors, all sizes
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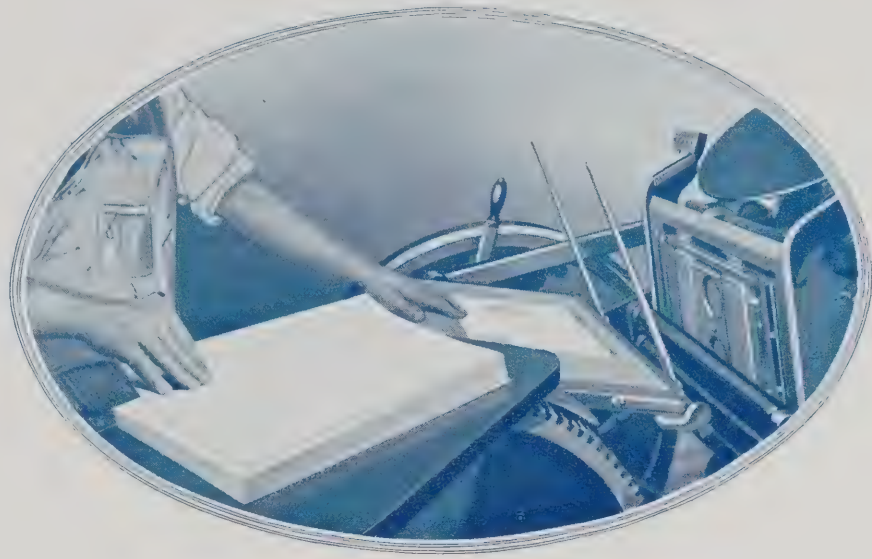
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42 WEST 61ST STREET
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The Eastern Manufacturing Company has studied those problems of the printer that pertain to paper in the making. It has also followed with interest the success of the

United Typothetae in standardizing printing practices.

As a result, Systems has been made a bond of exceptional quality by its rag-content and careful loft-seasoning. Your printer knows it is dependable.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.



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of the highest quality Typesetting, depends solely upon three important facts: Organization, Knowledge and Equipment.

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We possess the *Knowledge* and *Organization* to meet the most exacting requirements, and provide Equipment second to none for producing quality Monotype and Linotype Composition.



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VOL. XVII

AUGUST, 1920

No. 11

Published Monthly: \$2.00 a Year; 20 Cents the Copy

AUG 13 1920



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DIPLOMAT
PATRIOT
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JOURNALIST
AND PRINTER

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A JOURNAL FOR THE
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AND
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THE INDUSTRIAL WEST
Published By

BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.



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OUR HOUSE

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E. W. HOUSER - PRES.

ADVERTISING ART STUDIOS AND ENGRAVING SHOPS

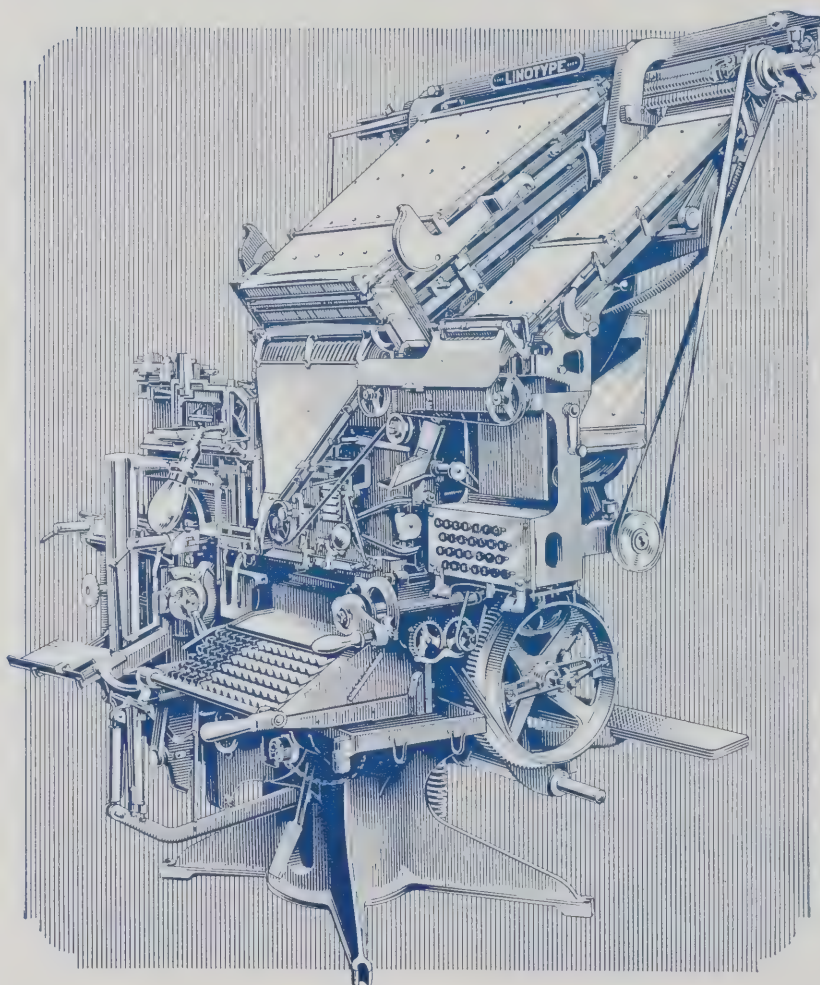
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TRADE LINOTYPE MARK



It is the "think" that counts in everything;
put the same thought into your Linotype
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"Perforated right into a corner of the broadside! Why, that's so inviting that an examination of the broadside doesn't seem complete until you tear off the card and mail it.

A POST CARD perforated into the corner of a direct mail piece has been proven unusually efficient. Besides, it cuts the cost of an extra run for separate cards.

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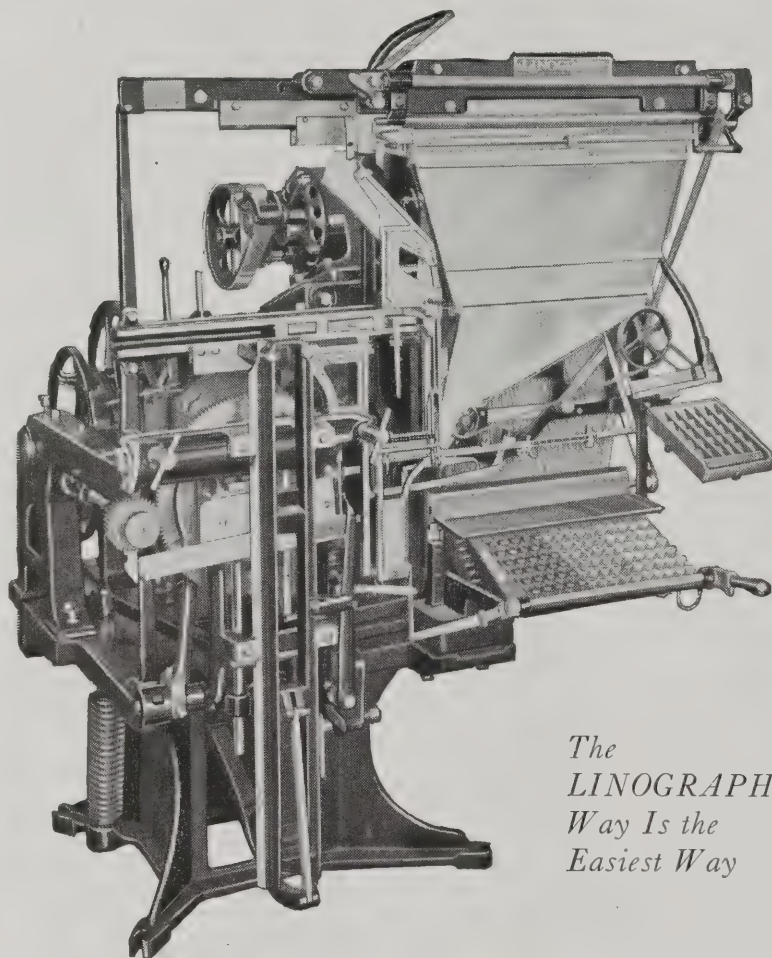
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The LINOGRAPH

Fact vs. Guesswork



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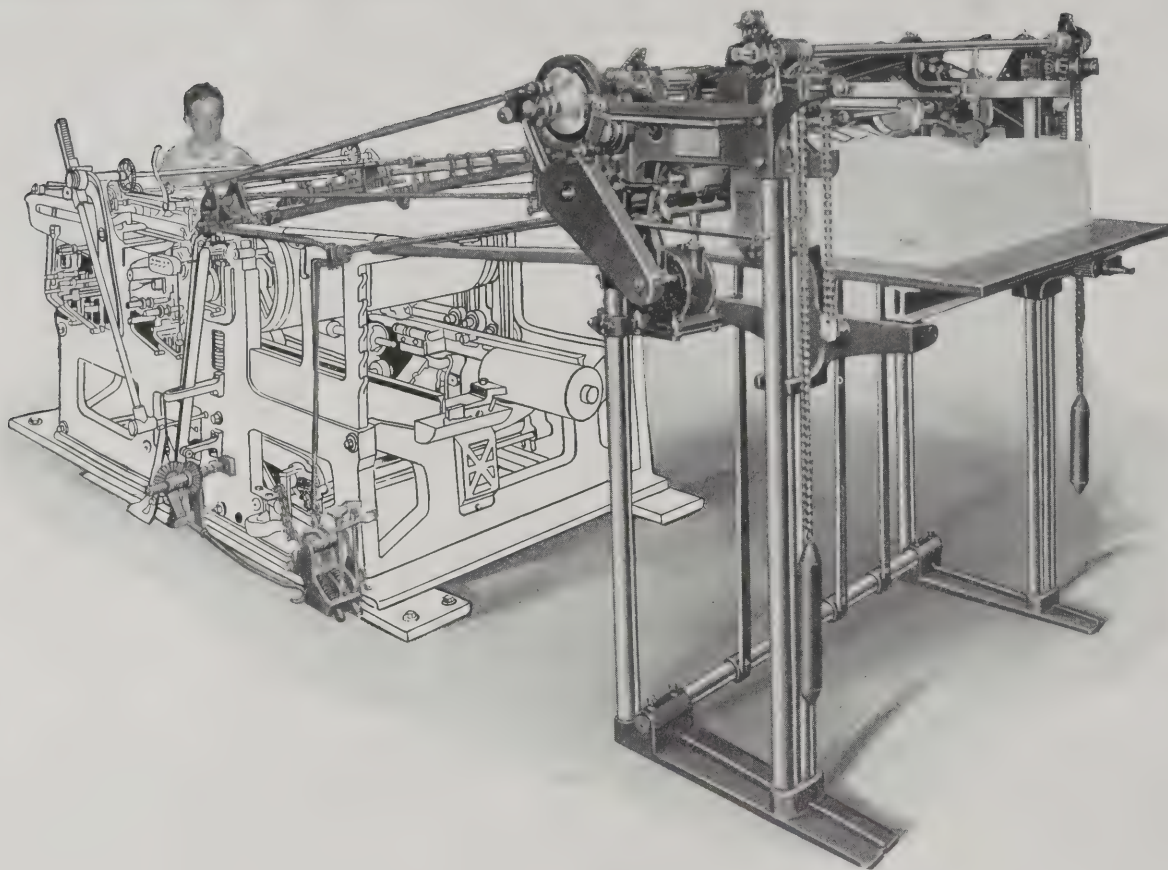
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OF ALL STATIONERY REQUIREMENTS**

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AND YOU WILL
SPECIFY IT!

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CHICAGO OFFICE
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A WONDER WORKER

"THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

"Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

"When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the

equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

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Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
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Because of up-to-date equipment and best workmen.

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Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

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We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

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We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

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Polk and La Salle Streets

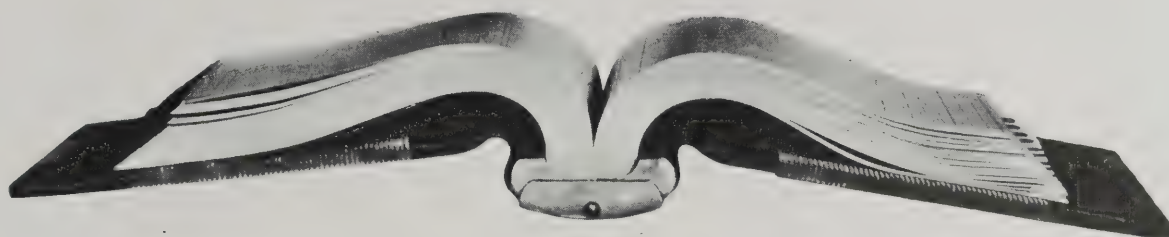
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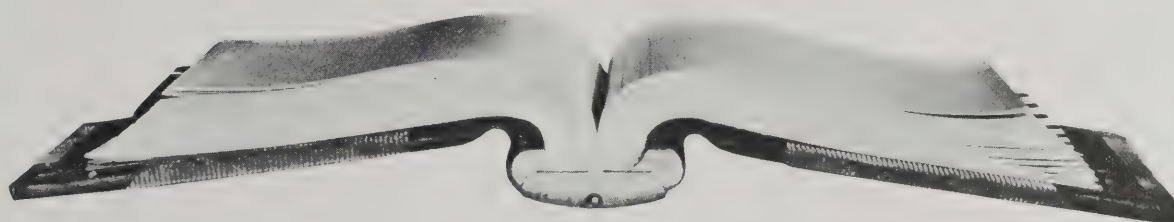
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But mere telling does not always "strike in" with some folks.

Now we are showing you.



No. 1. Made up with the common garden variety of crimped ledger stock.



No. 2. Made up with EMPIRE HINGE LEDGER.

Now we could talk a week about the superiority of EMPIRE HINGE LEDGER—but what's the use?

You have eyes. You see that No. 1 does not open flat. You could argue yourself black in the face, but your customer would know you were not telling the truth.

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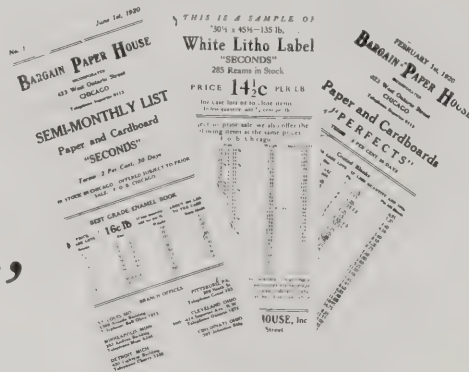
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RESEARCH LABORATORIES
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Vol. XVII

20c the copy

AUGUST 1920

\$2.00 the year

No. 11

This Issue Contains

Railroads and Printing

What effect will the increase in railroad rates have on the printing industry?

It is rather hard to say at this stage of the game, but it will have one effect which will not do the industry any good.

It will increase the cost of raw materials and any increase now can only be looked upon with alarm.

There is one thing which may have some good effect on the industry overshadowing the direct harm from higher costs and consequent higher prices. That is, the increased cost of travel which will necessitate to some degree the doing of business by mail.

It has been proven that sales can be made just as surely by mail as by direct solicitation and the increased cost of travel will probably cause many firms who have so far been only experimenting with the direct-by-mail idea, to further increase their printing appropriations.

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The Convention Number of Ben Franklin Monthly will be the October Issue off the presses *one week* after the Convention ends.

Extra strong "READER INTEREST"
EXTRA WIDE CIRCULATION

Your Ad in This Issue Means Big Returns!

Elements of Cost Finding

Reasons Why a Cost System Means Money to the Printer

By C. J. THIEBEAULT, Cost Expert For R. R. Donnelley & Sons Co., Chicago

Platitudes and details are not what the reader is interested in and for that reason and also because I am accustomed to looking at the facts, as represented by figures, I shall endeavor to confine my article to a statement of the fundamentals of cost.

Cost accounting is rather a dry subject to read about, but an interesting one to study and practice, because of the many things that cost accounting can accomplish when properly applied.

The essential objects of a cost accounting system are:

First: To determine selling prices.

Second: To know the cost of the finished product or job.

Third: To control wages and material.

With respect to the first object, that of determining selling prices. This means, first, to determine correct hour cost rates and second, correct and definite data as to what is produced during that hour and the wastage involved.

A great many printers and others make a serious mistake with respect to this factor. They may know what it costs per hour to operate a machine or perform some other operation, but they misfire when it comes to the question of what is produced during that hour. Too often we are optimistic and too often sentiment is a deciding factor. Sentiment in your favor when you think you need a job badly and sentiment for the customer when it comes to a question of competition.

It is evident that good judgment supported by accurate cost data should be the controlling factors when confronted with the problem of prices. Those who have neither correct costs nor production data are playing with fire. One may now be fortunate enough to be making money, but if his conditions were to change, he would not have facts nor data to help meet new conditions and the natural result would be guess work and more or less panic.

As regards the second object of cost accounting, that of knowing the cost of the finished product or job. This seems to be the least important of the three objects of cost accounting. It is desirable, however, to know what the cost of the finished product or job is; not so much from the standpoint of dollars and cents as from the standpoint of the time actually consumed as against the estimated amount of time. We all know that by the time the cost of a job is gotten and there is a loss, that the horse has been stolen and that it does no good to lock the barn. However, we can make use of the information obtained on repeat jobs.

The third object of cost accounting, that of control, both of wages and material, is the most important feature and is the one which has been developed only in recent years. By control of wages and material I do not mean the control of the rate per hour which is paid workmen nor the price paid for materials, necessarily, although the cost system should control this last item, but I do mean the amount of wages that accumulates against a job and

the amount of material used in turning it out. In a well planned cost system, it is entirely possible to know how much labor is being spent each day on a given job or operation and what this labor is producing and whether or not it is inside the estimate of what should be produced by that amount of labor. It is also possible to know whether or not excess material is being used and whether or not the production is what it should be from a given amount of material.

The control feature of a cost system should indicate to the management each day where the leaks in the factory occur. That is, when too many people are engaged on one operation, or whether there is lost time between operations when the material is available to be worked on, or whether there is too much unused help in the factory. In other words, too many people without work to do and whether material is available when it should be.

These three objects are the principal features of cost accounting and the fundamental principle involved is simply the difference between knowing what is being done and why, and not knowing what you do or exactly why you do it, or it might be stated as the difference between an exact science and guess work. There does not seem to be any room for argument as to why the cost system should not be in every manufacturing organization of any kind and I think all are convinced of this, but the thing that is lacking is application—application, either by using a cost system or being guided by the cost data furnished by your organization.

The cost of producing printing is made up of the three elements, wages, material and overhead. Wages and material are the most important items and it is these two elements of cost that need careful watching and control. It is quite probable that most printers would make a reasonable profit if jobs were manufactured in the time estimated and if the material consumed was only that which was estimated, but when the books are closed it is found that a reasonable profit has not been left and the reason for this, of course, is that more time was taken to manufacture the work and more material required than estimated and the jobs sold for, in addition to the fact that selling rate per hour did not include a profit. The time taken may have been indirect or direct labor. In other words, too much time may have been charged to the jobs or there may have been too much lost motion in departments and between departments or there may have been too much dead time—too many people may have been assigned to a task to do it economically or workmen may have had to wait for material to be furnished, or the pressroom may have lost many hours' time waiting for forms that could have been delivered to them more promptly if a little planning had been done. In other words, the efficiency and production of the organization can be materially increased providing one has the means, and that means data and statistics obtained from a cost system.

Concluded on page 56

U.T.A. Announces Convention Program

PRELIMINARY details of the program for the Thirty-fourth Annual Convention of the U. T. A. were announced at Chicago headquarters last week, and from the names of speakers given out, together with their subjects, interest in the sessions should be at fever heat when the convention convenes on Monday morning, September 13. The program will not of necessity deal with dry statistical matter, a very great portion of it being enlivened with human interest stories from the book of "experience."

One feature of the convention which should interest all is that dealing with the paper situation and the means to improve it. Men prominent in the paper manufacturing and merchandising industry will outline present day conditions and tell of what they see in the future. The names of these speakers are not yet ready for publication, but the printers of the country can be assured that they will be "top-notchers" in their line.

The convention will be called to order at 9:30 Monday morning by President William Green. The mayor of St. Louis will make the address of welcome which will be responded to by President Green. The work of the association in general will be outlined by General Secretary Jos. A. Borden, his subject being: "The Time for Action." Secretary Borden's address will not only deal with the present advantages of the U. T. A., but will give the future of the organization as he sees it, outlining still further services to be given members as the association progresses.

Just before adjournment Monday morning the present program calls for an address by Executive Secretary Edward T. Miller, who has been assigned the topic: "The Typothetae, an Institution."

Following Mr. Miller, F. A. Silcox, director of the Industrial Relations Bureau, will give an outline of the work his department is doing.

The relation of fieldmen to members will be discussed by Don V. Gerking, director of the Field Organization Department, at one of the sessions on the first day. A. J. Rich, educational registrar, will be another speaker on Monday, Mr. Rich having been given the task of outlining the development of educational work of the association.

"Helping the Printer to Help Himself" will be the subject of an address by Charles L. Estey, director of the Advertising Bureau, while an analysis of the Research and Statistical Department, together with a report on the "Square Inch Method," as recently worked out by his department will be given by Director Walter R. Colton.

F. W. Randolph, secretary of the Detroit Typothetae-Franklin Association, will be another speaker at the convention. Mr. Randolph, who was among the first to see the possibilities of the group plan, will speak on "Departmentalizing the Activities of Local Associations."

Income taxes, always an interesting subject to printers, will be handled by Luther C. Rogers, of the Rogers and Hall Company, Chicago, while a report on the standardization of paper will probably be given by T. E. Donnelley, of the R. R. Donnelley & Sons Company, Chicago, who is chairman of the

Men Prominent in Industry Scheduled as Speakers. Subjects Important to Printers of Nation to occupy Important Places.

committee on this subject. Another report of interest will be that of the Committee on Process Color Inks. Albert W. Finley, executive committeeman of the First

district, has been given the subject of "Endowments." Henry Porter, chairman of the Committee on Education, will also speak, his topic being: "The Educational Committee's Newest Contributions."

Supplementing the general program, there will be attractive exhibits of advertising and educational work. One of the most interesting exhibits to be shown at the convention is the remarkable display of printing owned by the American Institute of Graphic Arts. More than eighteen hundred items, from a hundred and eight firms located in all parts of the country, are included in the exhibit, making it typically American and showing the possibilities of the American printing industry.

In connection with this exhibit, the New York Times has made the following comment: "Fifty pieces of movable metal type, bearing Chinese characters, a part of the first font of movable type ever made, is one of the exhibits. It was loaned by the American Museum of Natural History. It is a part of the historical section of the exhibit, which also contains a collection of specimens assembled by the librarian of the American Type Founders' Company, tracing the evolution of the book from its earliest written records, through its different forms, clay tablets, papyri, palm leaf books, parchment rolls, block printed volumes, down to the highly finished products of the present day . . . Modern books, magazines, catalogues, booklets, folders, typographical prints, display cards, stationery, calendars, labels, wrappers, maps, advertisements, circulars, posters and splendid examples of color printing, are among the exhibits."

The value of this exhibition runs into the hundreds of thousands of dollars. A definite idea may be gained as to its size and extent when it is said that it is to take up 360 feet of wall space at the convention.

Pratt Joins Ben Franklin Staff

A recent addition to the staff of Ben Franklin Monthly is Donald L. Pratt, who joined the organization last month. For six months past he had been western representative for the Walden, Sons & Mott, Inc., publications, whose interests are devoted to the printing and allied trades. Prior to coming to Chicago he was with that concern for three years, being located in the main office in New York.

With Ben Franklin Monthly Mr. Pratt will assume the duties of advertising manager and will strive to render all possible services for the best interests of the trade in the "Industrial West."

The initial number of "This Week in Chicago" made its appearance about town on August 2, it being the product of a newly incorporated company, of which James H. Walden is president, and M. C. Bolt, treasurer. The first number contains fifty attractive pages, setting forth the activities of the week in Chicago, and facts concerning the city.

Do You Know How to Test Paper?

W. M. Beall, Paper Mills Company, Chicago, Tells How
to Do It. Some Pertinent Facts

Taken From a Recent Address
by Mr. Beall, Reported by
J. A. Stolbert.

AS paper is the principal and dominating background of all printed matter, it is quite natural that every printer should be deeply interested in the subject. Every one knows the principal source from which paper is derived—wood, so I shall not detain you by repeating what is already ancient history. It might be well, however, to mention that the chief woods used in making paper are Spruce, Hemlock and Balsam.

Of the amount of wood fibres used, the various proportions are approximately as follows:

1. Ground wood.....47%
2. Sulphite pulp.....42%
3. Soda pulp.....11%

These are used principally in book papers and cheap bond papers, while what is generally known as sulphite pulp is used for wrappings.

Now, imagine yourselves in a large forest where these various trees grow. At certain seasons of the year the woodsmen go to certain districts and mark and cut down the timber indicated, haul it to a nearby river and slide it in to be floated to its destination, the paper mill. These logs are cut in to short lengths—about two feet long—and are finally, after being properly barked, held against a revolving grindstone under pressure, to produce what is literally known as ground-wood pulp. After this pulp passes through all the other preliminary processes, such as breaking, beating and coloring, it finally reaches the wet end of the paper machine.

Paper Making Process

At the wet end of the paper machine the pulp passes onto the wire screen, and thus the tender sheet commences to form. As the pulp journeys forward it will be noticed that there is in addition to the forward movement a lateral motion; that is, a motion from side to side, pretty much the same as indicated by a threshing machine.

About midway between this large, moving, endless screen is situated a "dandy" roll; that is to say, a roll made of wire similar to the moving screen. This "dandy" roll is on all of a certain class of paper machines, whether it is intended to watermark the paper or not, the chief reasons being to help form the sheet and to make both sides of the sheet as nearly alike as possible.

From this point the paper passes on over the suction boxes, under the first press rolls and onto the dryers. I wish to explain here that the suction boxes are located beneath the moving screen and are intended to assist in extracting surplus water from the sheet.

Along either side of the moving screen are located what are known as deckle straps; that is, large, solid bands of rubber. These bands hug the sides of the paper machine and prevent the forming sheet running off. However, the paper does creep under these straps, and forms what we call "deckle-edged" paper. Incidentally, all papers are made with a deckle edge; but only on the finest grades of paper

is this fancy edge retained.

At this stage of the process, I wish to explain something regarding the grain of a sheet of paper. No doubt many of you printers have been puzzled as to the best

methods of determining the grain. You will remember I mentioned the fact that there were two motions to a machine-made paper—a forward and a lateral motion. Please keep this in mind.

Telling the "Grain" of Paper

Now then, as the small fibres flow along in the machine direction, it will be noted that their length will be more in that particular direction; hence, the sheet will tear more easily in the machine direction, or the direction in which the screen is moving. There are other ways of testing for the grain of a sheet, such, for instance, as:

1. Folding.
2. Holding the sheet to good light and looking for the diamond-shaped screen wire indentations.
3. Wetting one side of a circle of paper cut from a sheet.

In explanation of the test by looking at the sheet, there is more or less pull to the wire screen; hence, what were once small squares become elongated formations, their length indicating the direction of the grain.

As to the wetting test, this does not apply to an unsized sheet. Before cutting the circle, mark with a pencil to show length and width of the sheet. After wetting, hold the circle in the palm of the hand. You will readily notice that it will commence to curl, thus forming a complete cylinder, the length of the cylinder indicating the direction of the grain.

There is still another method often employed, and that is by cutting strips of paper from a sheet, one from the length and one from the width. They should be of exactly the same length and width. By holding them upright, you will observe that one will bend down slightly more than the other, the one standing more directly straight indicating the grain direction.

The sheet now passes onto the dryers, and after many turns and twists, reaches the machine calenders at the end of the machine. If an M. F. book is desired, the paper is run through these calenders; but if the paper is to be super-calendered, it is necessary to wind the paper and remove the stock to an entirely different machine—the super-calenders.

The difference between the machine calenders and the super-calenders is that the machine calenders are all of one hardness; that is to say, iron, while the super-calenders are composed of iron and compressed paper.

By holding a sheet of machine-finished paper to the light, after it has been carefully rolled, you will notice minor "skips" here and there. This is due to the fact that it is impossible for the manufacturers of these iron rolls to make them perfectly round, so

these small skips are bound to occur. On a super-calendered paper these skips do not appear on a well-finished sheet.

In making up the formula for a good sheet of S. & S. C., it would, perhaps, read about as follows:

1. Sulphite (strength).....15%
2. Soda pulp (body).....60%
3. Ground wood (cheapness).....15%
4. Clay (weight).....10%

If this paper were to be increased in cost, the ground wood would be left out entirely and the sulphite and soda pulps increased accordingly, or linen or cotton rags might be used for the sulphite.

If the paper is to be used for colored label printing, the sheet should be hard sized, as this will prevent the stretching which causes trouble in this kind of work.

If you wish to test for ground wood in a paper, use Sulphate of Aniline. Should the paper be pure cooked stock (i. e., cellulose), the aniline will make no stain; but if it is cheapened with ground wood, a yellow stain will appear. Try this out on ordinary news print paper. However, it really makes little difference of what a sheet of paper is composed, so long as it answers the purpose for which it was intended. No living man can tell what a sheet of paper is composed of, anyway.

Judging "Color"

As to colors, some men think a blue-white is the only white; others a cream-white; while some think a white isn't a good white unless it has a dash of red in it.

The only way to judge the color of a sheet of paper is to compare it with other sheets. The difference in shades, particularly in the different runs, will be remarkable. It is the same old story—it requires good stock to make fine paper, and fine paper costs good money, especially at this time.

Ledgers, bonds, and linens are treated differently from book papers, as all these are not only sized in the beater, but are also sized by being passed through a size-bath at the end of the machine. They are then hung in the loft to dry and season, after which they are finished by being passed through the proper calenders. Hence, the expression "loft-dried" or "pole-dried" paper.

In judging a sheet of bond paper, always compare with other brands of equal quality, taking care to tear in both directions. When it comes to matching colors, never use any artificial light, as it is very misleading. Wait for good daylight, and even then make sure you are in the right position to the light.

Finish is another quality best determined by comparison; but like all other questions of quality, is best determined by true common sense.

It is hard to express in writing just how a sheet of paper ought to feel; one sheet will feel harder than another sheet, and to trained fingers will have a different kind of hardness. To my fingers a paper containing sulphite feels more like sheepskin. Soda pulp causes the paper to feel soft, yet somewhat springy, like a cushion, while an all rag stock seems to feel a bit like velvet.

Testing Enameled Book

The most difficult paper to test is enameled book paper. Only the most careful scrutiny will suffice in judging a sheet of coated stock; and if the weight is to be determined, be sure to make it enough. Coated papers weigh much heavier for thickness

than uncoated. A good plan is to feel and imagine the weight of the paper and then add about fifteen to twenty pounds. For instance, if the sheet feels about like a 25x38—80, the chances are, if the paper is coated, that the stock is 25x38—100. To find out whether the coating will pick, use sealing-wax. If the coating comes off and the body does not pull away with it, it is pretty apt to pick.

To determine whether a sheet is coated, wet your finger and press it against the sheet. If the sheet feels sticky, the paper is coated. You may also find out whether a sheet is coated by scraping with a knife.

I have been often asked how various papers are watermarked. These marks are put in the paper at the time it is made, any mark desired being wired to the "dandy" roll. However, there are various kinds of watermarking devices which are strictly trade secrets, such, for instance, as "Strathmore De Luxe" and others. It is often easy to find the right and wrong side of a sheet of bond paper by placing it in a position towards the light so the watermark reads right; that is, not backwards. This does not apply in all cases, as some watermarks are made with reverse "dandy" rolls. This is, I think, as it should be. It would certainly be an advance in the right direction, for then a printer could always print on the right side of the sheet and the watermark would read correctly when held to the light.

Bristol board is only a thick sheet of paper, made about the same and subject to the same tests. Often, however, this is made in many plies, and a good way to find out how many is to burn the stock, and as it burns it will split, indicating the number of plies in which it is made. However, this does not apply in all cases, a certain pasting material is used which is impervious to fire, hence the board burns but does not split. In cutting boards for jobs that require folding, it is, perhaps, wise to consider the grain of the board. As a general rule bristol will fold much better in the direction the stock was made upon the machine, while it will break badly if folded across the grain.

The products of the paper mill are no longer confined to pen or press. We ride on paper car wheels, sit in paper-seated chairs, drink from paper cups, eat from paper plates, use paper napkins, wrap our food in parchment paper, use paper for the roofs of houses, use paper for our rooms, use shoes made partly of paper, ship our goods in boxes made of paper. The fibre is even made into yarn and woven into cloth, while a surprising imitation silk necktie is produced from wood pulp.

Check Up on Mail Service

A plan for obtaining data to prove to Congress the seriousness of the postal situation has been devised by the Trade Press Association of Chicago. It is to have business firms keep tab on the exact time of arrival of mail, this to be compared with the time of mailing and a report sent to the various Congressmen. To bring this about a series of stickers has been prepared similar to the following:

"Keep Tab on Your Mail

"Put stickers on your letters asking the other fellow to keep tab. Notice from the postmarks when incoming letters are mailed and received and jot down the time on the letters. Let us bring home to our Congressmen and other public officials the delays in the mail service."

Sherman Now Intertype Manager

Frank M. Sherman, for the past seven months secretary of the International Trade Composition Association, a branch of the U. T. A., on July 17th was made manager of the middle west branch of the Intertype Corporation, with offices in the Rand-McNally building, Chicago. He was also secretary of the Chicago association for several months. Mr. Sherman, who is one of the best known men in the trade, succeeds F. R. Atwood, who has resigned.

While secretary of the I. T. C. A. Mr. Sherman was instrumental in making that recently born organization one of the most efficient in the Graphic Arts and has been responsible to a very large degree for the interest and success with which the association has met. It is his intention to "look after" the affairs of the association until such a time as the new secretary, to be appointed this month, becomes thoroughly familiar with its operation.

Mr. Sherman is not a stranger to the Intertype Corporation, having acted as Intertype salesman in the territory he now controls, several years ago. He is, therefore, in a position to know the machine whose sales he now controls, and since he is thoroughly acquainted with the mechanical operation of every typesetting machine made, he is exceptionally well equipped to act as middle-western manager. The territory under Mr. Sherman's control covers the states of Colorado, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Ohio, Wisconsin, Wyoming, Kansas, and the northern part of Missouri.

The new manager has not made public any changes in sales policy up to the present time, although he has made John B. Ball, formerly one of the field representatives of the company, "mechanical supervisor," with headquarters at the Chicago office. Mr. Ball, who is thoroughly competent, because of his long association with the Intertype Corporation and his practical experience as an operator, will have complete charge of all the mechanical problems which come to the Chicago office for solution.

Another change in the Intertype Corporation which is of interest to printers and trade compositors of the Industrial West, is the announcement of the appointment of Frank A. Hill to succeed C. S. Montgomery, manager of the Southern branch of the company, with headquarters in Memphis, Tenn. Mr. Hill, who is also very well known throughout the central states, has been in charge of sales for the Elrod Slug Casting Machine Company in the middle West for several months, prior to which time he was assistant sales manager of the middle West territory for the Intertype Corporation.

Electrotypers to Meet in Menasha

Menasha, Wis., will be the meeting place of the International Association of Electrotypers, September 9, 10 and 11, when the annual convention will be held. The Hotel Menasha has been selected as convention headquarters while the business sessions will be held at the Menasha Club. A program covering all phases of the industry is being prepared by a committee of which President Walter Timmons is chairman. L. W. Claybourne, of the Menasha Printing and Carton Company, an expert on curved plates, has charge of arrangements from the Menasha end.

Chicago Ink Makers Hold First Convention

The first annual convention of the Chicago Printing Ink and Roller Makers Credit Association was held July 28 and 29 at the Hotel LaSalle, Chicago. Nearly 125 representatives of the trade from all parts of the country were in attendance. The first day was devoted to salesmen and managers and the second to printing ink manufacturers and branch managers only.

The visitors were welcomed on the first morning by Clifford R. Hunn, of Charles Eneu Johnson Ink Company. The first address was delivered immediately following luncheon, by Charles F. Bower, of Charles Eneu Johnson Company, who spoke on "Comparative Prices of Printing Ink Ingredients Before the War and After." W. H. Hasse, of the DuPont company, spoke on the "Dry Color and Dye Situation," while "The Varnish Outlook" was handled by J. P. Barden, of Sherwin-Williams Company. R. D. Kinder, of Binney & Smith Company spoke on "Carbon Black."

A dinner was given Wednesday night at which Philip Ruxton acted as toastmaster. The speakers of the evening were Frederick Dunham, of the Frederick Dunham Company, who took "Good Fellowship" as his theme; L. A. Ault, of Ault & Wiborg, spoke on the "General Business Situation," and Arthur S. Allen, of Philip Ruxton, Inc., made some "Suggestions From a Sales Manager," and David H. Sloane, secretary of the National Printing Ink Makers' Association, pointed out the value of "Organization."

Clifford R. Hunn, vice-president of the local association, presided in the absence of President William Anderson, of the American Printing Ink Company. Mr. Anderson was unable to attend because of a recent operation. R. F. Mahrlein, of Ault & Wiborg, secretary of the local association, acted as secretary of the convention.

"Square Inch Method" Completed

After a year and a half of preparation and hard work, the Price List Committee of the U. T. A. has succeeded in evolving a plan for the Square Inch Measurement of Hand Composition, which from its thoroughness and the fact that it is scientifically prepared from statistics obtained from nearly 10,000 actual samples, makes it complete and usable.

Work of printing the information in tabular form has already been started, and before the middle of September supplements to the Standard Price List of which the new plan is to be a part, will be mailed to all users of the "Black Book."

The fact that the various classifications in the new plan were made after thorough investigation and from actual time records, make it certain that the new addition to the Standard Price List will be correct in every detail. A report of the work of the Price List Committee will be made at the St. Louis convention by E. E. Laxman, its chairman. Other members of the committee who passed on the plan this month are: E. F. White, Cincinnati, O.; O. A. Koss, Chicago; J. O. Schultze, Terre Haute, and R. M. B. Tidd, St. Louis. Another report on the actual preparation of the plan will be made by W. R. Colton, director of the Bureau of Research and Service, who had charge of the work, assisted by George Voorhees.

U.T.A. Reaffirms Stand on 44-Hour Week

President Green Sends Letter to All Members Telling of Action

Prepare Amendments to Constitution to be acted on at St. Louis

AT THE executive council meeting of the United Typothetae of America held in Chicago last week, the most important matter up for discussion was the whole industrial situation and the attitude of the U. T. A. toward it. On account of the misunderstanding that seems to prevail in some parts of the country in regard to the Typothetae's attitude toward the forty-four hour week, the council authorized President Green to write a letter to each member of the association, setting forth the facts in the case. President Green's letter follows:

To All Members of the
United Typothetae of America:

The United Typothetae of America has not endorsed the 44-hour week.

There having arisen in the minds of many of our members a very evident misapprehension as to the attitude of the United Typothetae of America on the 44-hour work week, it has been deemed advisable that a very definite statement of the action taken at the Thirty-third Annual Convention in New York City, September, 1919, be again made. The full convention passed unanimously the following resolution:

"Now, therefore, be it resolved by the Thirty-third Annual Convention of the United Typothetae of America, in convention assembled, that we receive with emphatic disapproval any suggestion at this time to decrease production, whether by a reduction in working hours or any other method, believing that such curtailment of production is unpatriotic, unwise, ill-timed and an economic crime."

At this same convention meetings were held of both the Open Shop and Closed Shop Branches, and the Open Shop Branch unanimously passed the following resolution:

"Resolved, that it is the sense of this meeting of the Open Shop Branch of the United Typothetae of America that under present conditions any shortening of the work week or other action which will operate in decreasing production, is distinctly contrary to the best interests of our country and of our industry, and that we clearly go on record as being opposed to any action which would even imply that the United Typothetae of America, as a body, endorses such a policy."

The Closed Shop Branch unanimously passed the following:

"Resolved, by the Closed Shop Branch of the United Typothetae of America, in annual convention assembled in New York on September 15, 1919, in accordance with the intent expressed by the International Joint Conference Council, that we hereby agree to the introduction of the forty-four hour week in the Closed Shop Branch on May 1, 1921."

The whole situation is, that the United Typothetae of America as a body, not only did not agree to the 44-hour work week, but, on the contrary, expressed its disapproval thereof, that the Open Shop Branch did the same thing, and that the Closed Shop Branch agreed to the introduction of the 44-hour week on May 1, 1921. The action of the body binds neither

branch, nor does the action of either branch bind the other or the body. The foregoing is transmitted to you as an authoritative statement

of the exact facts regarding this situation, any reports which may have been circulated to the contrary, notwithstanding.

(Signed) William Green, President.

Exhaustive reports by the chairmen of the Open Shop Branch and the Closed Shop Branch and officials of the Department of Industrial Relations were presented. These tended to point out a number of inconsistencies of the Constitution and Declaration of Policy of the U. T. A., and a committee consisting of Treasurer Fred W. Gage, Chairman William John Eynon and A. M. Glossbrenner, chairman of the Open Shop Branch, was appointed to prepare a set of amendments to the Constitution and Declaration of Policy for promulgation to the U. T. A. membership forty days in advance of the convention, in order that these amendments may be acted upon at the annual meeting in St. Louis next month.

It was the sentiment of representatives of both the Open and Closed Shop branches that the amendments would clarify the atmosphere and place the U. T. A., as an organization, high above the turmoil of industrial controversies, leaving to it the matter of education, technical research, advertising service and all other services for the uplifting of the craft, leaving the matter of labor policies to the two branches, the Open Shop and Closed Shop.

Los Angeles Follows Suit

The following resolution was approved by the Master Printers' Association of Los Angeles, Calif., July 12:

Whereas, the labor unions are promulgating propaganda for a 44-hour week, and

Whereas, there are not sufficient and skilled workmen in the several crafts at present to supply the demand for printing that can be produced in a 48-hour week, and

Whereas, the 44-hour week would arbitrarily decrease production 10% and automatically increase costs of production not less than 30%. That the present skilled labor shortage would be materially increased. That the 44-hour week would necessitate more overtime at extra pay. That the 44-hour week is but a subterfuge to increase overtime and higher wages. That the 44-hour week will require additional mechanical equipment to offset the 10% decrease in production. That more equipment necessitates more floor-space, more rent and more capital. That in view of present conditions, general curtailment of production, the increased wages and prices further added to these will invite disaster to business. That any employer lending aid or assistance to further the curtailment of production, becomes a party to an "economic crime;" therefore, be it

Resolved, that the Master Printers' Association of Los Angeles and its individual members hereby unanimously agree to refuse absolutely any reduction of hours in their several plants, as long as the scarcity of skilled labor exists.

Dean of Printers Starts World Tour; Speaks in Chicago August 6

Charles Francis, of the Charles Francis Press, New York, and recognized as one of the biggest men in the industry, was in Chicago August 5 and 6, stopping here on his way to the Orient, where he is going as special representative of the U. S. Department of Labor.

While in Chicago Mr. Francis spoke to about twenty-five prominent Chicago printers at a luncheon given in his honor.

In addition to being a representative of the Department of Labor, Mr. Francis has been made an accredited representative of the American Federation of Labor, the Allied Printing Trades Association (union) and the United Typothetae of America, the latter for such matters as may be of interest to this organization and its closed shop branch, and also the Printers' League of America.

In addition to speaking in Chicago, Mr. Francis will speak in Seattle on August 12th and at the California Typothetae convention at Stockton, Calif., about August 18th. He will sail from San Francisco on August 21, touching Honolulu and arriving in Japan September 7. After spending some time in Japan he will visit Korea, Manchuria, China, the Philippines, Australia, Tasmania, New Zealand, Chile, Argentina, South Africa, France, Switzerland and Great Britain. In many of these places he is well known already, having been born in London, educated in Australia and having learned the printing business in New Zealand.

Mr. Francis will also act for the Motor Boat Club of America, as its representative, at any races being held in the countries visited.

Mrs. Lillian Francis Fitch, daughter of Mr. Francis, is accompanying him and will do some active work, also, having received an appointment from Commissioner of Education P. P. Claxton, to represent that department, especially with reference to vocational training as it relates to the welfare of the pupil in public and private academies and schools. She is well prepared for this work, being an attorney and counselor-at-law and former teacher in the Brooklyn public schools.

Decorated With Order of North Star

President Peterson, of the Swedish Choral Club of Chicago, also head of the Peterson Linotyping Company and Regan Printing House, was decorated with the Order of the North Star by King Gustaf V, at Stockholm, July 4, while the conductor and three other members of the club were given the Order of Valhalla. The club left New York June 12 and on arrival in Sweden met with a great welcome. On their way to Stockholm crowds were at every station clamoring for a song or greeting, while on arrival at their destination the entire city appeared to have turned out and special newspaper editions were issued about them. Later, the party was given a reception by the King of Sweden, with formalities waved.

Long before the first concert, on July 2, all the seats were sold and it was after midnight before the affair was concluded, each number being wildly applauded. A second concert, three nights later, was a repetition of the success of the first.

The occasion brings out strongly and still further improves the friendly relations existing between the two countries.

Middle-West Publishers Told Labor Supply Will Be Exhausted in Five Years

Publishers of newspapers in South Dakota, Nebraska, and Iowa, met in Sioux City, Ia., Thursday, July 15, for a combination business session and funfest. The gathering proved so successful it is planned to hold similar meetings each year.

Two hundred persons were in attendance at the sessions which lasted until the following Saturday. The meetings were addressed by H. C. Hotaling, field secretary of the National Editorial Association; Frederick W. Smith, representing the Franklin Price List, Salt Lake City; Dean Wright, of the University of South Dakota, and G. L. Caswell, field secretary for the Iowa Press Association, who spoke on the labor problem as applied to print shops. Mr. Caswell urged the publishers to (1) train apprentices, (2) make jobs more attractive, and (3) pay decent wages. He said that unless there is some change in the situation, in five years shops all over the country will have to close for lack of help.

At a special session of the South Dakota association, members approved a plan to hire a field secretary and George Schlosser was made chairman of a committee to investigate the matter. Iowa and Nebraska associations already have field secretaries.

Among the notables in attendance were J. H. McKeever, Aberdeen, and J. F. Halliday, Iroquois, president and secretary, respectively, of the South Dakota Press Association; E. R. Purcell, Broken Bow, president and Ole O. Buck, Harvard, secretary of the Nebraska Press Association; James M. Gillespie, LeMars, vice-president of the Iowa Press Association; C. G. Carlton, president of the Northeast Nebraska Editorial Association, and J. P. O'Furey, of Hartington, Neb., secretary of the same association.

A Special Ink for a Special Purpose

Pyroxylin plastic, sold under various trade names such as pyralin, celluloid, fiberloid, and French ivory, is becoming very popular as a material to be used in place of cardboard for business cards, vest pocket schedules and calendars, interest and discount tables.

Ordinary printers' ink does not adhere to the polished surface of this material. It requires a special printers' ink to give satisfaction.

This special ink is made of a pyroxylin base of about the consistency of thick mucilage, combined with the desired anilin color.

It is not desirable to try printing on the polished stock, even with this special ink. Manufacturers of printed pyroxylin plastic novelties buy their sheeting unglazed. The printing is done on these unpolished sheets, which are then thoroughly dried and afterwards polished by placing them between highly polished nickle plates and subjected to pressure in a hydraulic press equipped with a heating unit. The heat must not exceed 190 degrees F. The cutting or shaping is done after the printing and polishing have been completed.

Many printers will wonder why this special ink serves the purpose better than ordinary printers' ink. It is because the pyroxylin base and the "ivory" cards are made of the same basic substance—soluble cotton. This ink does not merely adhere to the surface of the card; it combines with it; sinks into it; becomes an integral part of it.



FOR THE SERVICE PRINTER



By PAT KAY

A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

Queries

Question: One of our best customers kicks about the expense of imprinting. Can you take space to give us the persuasive comeback?

Answer: Yes, indeed—

It is the experience of advertisers, who have investigated and discussed this subject with their dealers or other representatives, that properly imprinted literature pays, because it is far more certain of being distributed.

The dealer who does not care how his name is imprinted or stamped on literature, is equally indifferent in the distribution of it.

The dealer who is able and willing to give your literature proper distribution in his mail, via packages or over the counter, is the same dealer who revolts against folders that are not imprinted with his name, or are sloppily imprinted, or on which his name is misspelled or address incorrectly given.

Incidentally, let me bring up this point about imprinting:

Imprinting folders or booklets, running several on the press, is a time-consuming job if the imprints are made from hand-set or Monotype. The use of Linotype slugs simplifies the press changes and cuts down on the total running time. Set all the imprints at once, obtain the customer's O. K. on the galley proof, mark the quantity desired beside each imprint, and all is well.

Question: In mailing circulars to a Canadian list we got into trouble on the revenue charges, etc.—

Answer: Advertising matter for entry into Canada is taxable at the rate of fifteen cents a pound.

When sending a large quantity of circulars, booklets or other literature into Canada, separate the matter into the provinces, just as you separate mail into various states for domestic mailing.

Arrange at your local postoffice for the mail for the various provinces to be distributed to the five Postal Centers of Canada, viz: Halifax, N. S.; Montreal, Que.; Toronto, Ont.; Winnipeg, Man.; Vancouver, B. C.

Then mail a money order to the postmaster at each Postal Center for the tax at the rate of fifteen cents a pound.

Or, on smaller mailings, buy your customs stamps in advance from the postmaster at the nearest Canadian Postal Center and affix the correct duty stamp to each piece of mail matter at the rate of one cent per ounce.

For complete official memorandum, from which the above rate was taken, address Commissioner of Customs, Ottawa, Canada, and ask for File No. 76,605, No. 1795 B.

Dear Pat Kay:

Vitalized by the pep and righteousness of your article in June, I sallied forth and bagged a nice broadside order. After a not unexpected struggle with an artist and some delays by the engraver, I turned out a bang-up job. It failed to bring home the bacon and now—what of it? I enclose a sample of the run.—G. O'C.

This is the first grief communiqué in the campaign for the expansion of service printing. Let us analyze it:

It is a good-looking, two-color broadside on moderately priced automobile tires and was sent to a rural list of owners of small and moderate sized cars.

The tires, I am assured, are good values and the broadsides give me the same impression. The list was made up of logical prospects. But the prospects, to a great extent, had never done business with the house sending out the circular; the tire was not well known, and there was active and established competition in the form of friendly local tire dealers selling better known makes. There was also the ever-present mail-order houses, who were regularly talking their tires to probably the same prospects and from whom the prospects were accustomed to buy goods. Therefore, our broadside offer being nothing unusual, the farmer read, thought or did not think, and passed it up.

To make the selling of this tire possible by mail—there must be not one piece but a **campaign**. Let us suggest six pieces, two broadsides, two mailing folders and two four-page letters. Play up the scientific point, if any, that makes the tires so sturdy at so reasonable a price, emphasize the reliability of the house selling them and always announce a money-back guarantee if tires, when they arrive, are not up to expectations. By the time the six pieces had gone out, the returns would probably come in at a rate sufficient to encourage the continuation of solicitation or plans for another campaign.

Failure to follow up, kills a tremendous portion of advertising effort. Follow up! Follow up! Preach that continuously.

The three standard "griefs" we printers have, in relation to service printing, are these:

No. 1—"Some advertising man (or agency) lays the stuff out, specifies everything and there's nothing left for me to do but follow instructions. Anyone can do that, so the job is placed on a price basis."

No. 2—"I cannot persuade him (or them) to decide on a definite campaign. They buy when they are so inclined, etc."

No. 3—"The mailing folder (or something else) didn't pay and I receive no more orders from them."

To eliminate the first grief you must either develop yourself to have some member in your organization capable of rendering intelligent advertising service in the preparation of advertising matter. You or your service man has a distinct advantage over the most experienced advertising man in that you work in intimate contact with the type, presses and workmen that actually produce the finished job. Further, these outside advertisements are not free from error.

I recently saw a two-color booklet in which deckle edge Strathmore Book, of a beautiful antique finish, was specified. Before the engravings were completed, this advertising man had tint blocks made and ordered them treated with a very fine Ben Day screen. Can you imagine the task of trying to print those fine dot Ben Day plates on a decidedly antique finish of Strathmore? It was done and done quite well but it required constant washing of the rollers and form and consumed many hours. When the work was done this advertising man, with a supposed thorough knowledge of the printing art, realized he had covered most of the appealing surface of the beautiful Strathmore paper with a coating of ink. He was peeved because the printer charged for the added press time and the customer wondered why such high grade paper was used when it was only to be covered with ink. If, in the beginning, the advice of a service printer had been sought, the latter would have advised against fine Ben Day tint plates as impractical. If extensive tint plates were essential to the general scheme of the booklet, stock with a more receptive surface would have been suggested. At least, I feel certain no intelligent printer would buy so fine a paper as was bought and then conceal its rich surface under large areas of tint ink.

Even when you are up against the problem of working with an advertising man who completely lays out the work, your understanding of advertising service can be made to stand you in good stead. The service printer is more capable of grasping the advertising idea and of materializing the spirit of the job—the character which the most detailed specifications cannot convey to the incompetent workmen.

When you meet the client who will not plan definitely on a consistent campaign and who seemingly delights in sending out his efforts haphazardly, don't despair. The best of them scoffed at Columbus, they laughed at Fulton's steamboat, they tittered at wireless and they are only beginning to comprehend the immense possibilities of aerial transportation. Advertising in general was a vague undefined business force a decade ago. There are still thousands of intelligent business men who fail to realize its irresistible laws.

A consistent definite plan in direct advertising, as in all other forms of advertising, is absolutely essential to insure full returns. Spasmodic advertising is occasionally productive of results but the law of averages proves that the persistent, systematic advertiser is the one who gets most for his expenditure.

Your most stubborn client cannot name a single spasmodic advertiser who is successful in his advertising while you can name till your jaws are fatigued the names of thousands who succeed in their direct-by-mail and publicity by sticking to it on a definite plan.

We don't row a boat by an occasional pull at the oars or by following an indefinite course do we arrive anywhere. We row and we row steadily with the prow headed for a definite point—that's how we get there.

For example, let us take the direct advertising of a radiator trap. We want to line heating contractors up to represent this trap and to install it as part of the equipment on every heating system they sell. We don't prepare a smashing big broadside, send it out to a list and let it go at that—indeed not! This is how we work:

Broadside No. 1—The building prospects ahead and the advisability of selecting the best radiator trap, made by a firm on whom we can depend when the building boom comes.

Broadside No. 2—Illustrating and explaining the technical values of our client's trap with illustrations of several types of well known buildings in which they are giving service.

Broadside No. 3—Telling about the national advertising campaign, the booklets and pamphlets furnished with the dealer's imprint so that he can tie up with the national campaign. Telling also about the newspaper electros, the slides for the motion picture theaters, the easily recognized window sign, the gratis advisory service of the factory's technical department and the all-around cooperation from the company's selling force. Convey the impression that the company is building business for the contractor.

Four-page letter No. 4—Bringing home to the dealer the character of the company and how the organization stands back of the product. On the inner double page spread show a group of the factory employes to show that they are intelligent Americans. Show the special machinery that insures accuracy of the product. Describe the exceedingly careful testing process to which each trap is subjected. Tell the dealer that in taking on this product he is actually becoming part of a spirited organization and that you want him to know that so he can put his heart and soul into his work.

Broadside No. 5—A general resume of the proposition, showing the product and its excellence, the factory and the organization that produce it, the selling organization that helps him, the technical counsel to which he is entitled, the previous well established success of other dealers and the suggestion that he write for complete information as to the proposition that awaits his request. A return card is, of course, enclosed.

Four-page letter No. 6—A frank business appeal for an expression from him as to his desire to learn the firm's dealer proposition in detail. Return post-card enclosed.

Perhaps in my desire to be general in my outline I have failed to bring out the specific values of such a

PAT KAY is qualified to analyze and suggest the solution of problems in service printing.

Whether it is salesmen, clients, paper, typography copy or sales plan—write to him.

Inquiries are treated confidentially, it being our sincere desire to give true service.

Write today!

**BEN FRANKLIN
MONTHLY**

campaign. But it must be obvious that a six-piece series like this, if the proposition is at all worthy, must bring home results whereas a single mailing might arouse interest that would die out without further stimulation.

Work until you persuade the client to test out the campaign idea. The results usually encourage repetition of the effort.

Sometimes we can prepare and mail a splendid piece of advertising or a series and the bacon returneth not home. The client buys no more and without analyzing the matter condemns direct advertising or perhaps our particular direct advertising.

If the advertising matter upon reinspection, seems properly prepared it may be one of the following things that killed it:

Poor mailing list. Most mailing lists are poor. Check up and see if the list was a good one. It may have been old, the literature may have gone addressed to firms instead of individuals in the firms. It may not have gone to the proper individual in the firms.

Were the right class of prospects selected? Was an effort made to sell electric fans to a farmer list, most of whom did not have electric power? Were we trying to sell a new line of malted milk on an appeal based upon its health-giving qualities, when it should have been marketed on delicious flavor and nutritious quality? Were we using the wrong selling talk in any number of foolish ways?

Was the mailing followed up or did we allow the initial interest it aroused to perish for lack of further solicitation?

Was a return postcard or order blank enclosed to make the reply easier?

Was there a money-back guarantee for the fellow who might be hesitant in trying a new offering?

Dig and dig and dig until you feel certain you have ascertained the reason for poor results. Then you can suggest the remedy and gain more business thereby.

Plan Memorial to J. A. Morgan

J. A. Morgan, prominent Chicago printer and father of the Standard Cost System, who died while speaking at a meeting of the Franklin-Typothetae several years ago, will be honored by a memorial to be erected either at the offices of the Franklin-Typothetae or in one of the public libraries of Chicago. This decision was made at a recent meeting of the executive council, at which time T. E. Donnelley of R. R. Donnelley & Sons Company, was selected as chairman of the memorial committee.

Ludlow Typograph Company to Make and Sell Elrod Slug Caster

The Ludlow Typograph Company, of Chicago, manufacturers of the Ludlow Typograph, announces that it has concluded negotiations with the Elrod Slug Casting Machine Company, of Omaha, Neb., to assume the exclusive manufacture and sale of the Elrod Lead, Slug and Rule Caster. The demand for Elrod Casters has increased so rapidly within the recent past that it required better and greater manufacturing facilities than the Elrod Company had. In seeking a solution to this perplexing problem, it was only natural to select a plant with adequate resources and equipment, such as the Ludlow Company readily can provide.

From now on, the Elrod Slug Caster will be manufactured and assembled complete in the Ludlow plant at 2032 Clybourn avenue, Chicago—one of the most efficient of its kind in the world—under the same engineering supervision and up to the same high-quality standards that have won for the Ludlow Typograph its universal reputation for simplicity and durability.

Ben Franklin Paper Directory Out Soon

After a radical raise in the prices of all kinds of paper, the announcement that the third edition of Ben Franklin Chicago Paper Directory and Price List, containing prices as of August 10, will be off the presses shortly, should be welcome news to those dependent upon the Chicago market for paper. This handy pocket-size volume is sent out every three months to every printer who buys his paper from one of the twenty-seven paper merchants listed in the book, and is meeting with marked success since repeated calls are being made on this office for additional copies.

Be sure your paper buyers and estimators are all equipped with one of the booklets as soon as they are off the presses. If you do not receive your copy within a reasonable length of time, call Harrison 6113 or write this office and we will make it our personal business to see that you get it as soon as possible.

Frank Barhydt, general sales manager for the Miller Saw Trimmer Company, left Chicago last week on an extended business trip that will bring him through to the west coast. He will visit San Francisco, Portland, Seattle, Tacoma, and Minneapolis before returning to his home in Pittsburgh.

DAYTON AND OSWEGO

SEYBOLD

CUTTING MACHINES

MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS

THE SEYBOLD MACHINE COMPANY

DAYTON, OHIO

BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

"We're Going to Land Him"

That's the spirit of the copyrighted Herrick cuts. They have the vim to strike home and make printing tell. Six books for 25c. Same refunded on first order. We want to show you. Sole owners.



SCHROEDER BROS. COMPANY
ELECTROTYPERS AND NICKELTYPERS

120-124 WEST POLK ST., CHICAGO PHONE HARRISON 6062

Presidential Candidate Still a Knight of the Ninety Keys

Although at this time it is rather uncertain just which one of two well-known printers will be chosen to sit at the keyboard of this big government of ours, there can be no doubt that Senator Warren G. Harding, owner and publisher of the Marion (Ohio) "Daily Star," still knows how to caress the keys of a Linotype.

Not long ago, when a representative number of American citizens were poised on tip-toe awaiting the publication of the Republican nominee's speech of acceptance, and a few Linotype corrections were wanted in a hurry, the senator-operator peeled off his coat and got immensely busy with the key-butons of one of his eight Mergenthalers.

Incidentally, it is reported that the owner of the "Daily Star" strolled into a small-town print shop a year or so ago and asked for a job as a keyboard man. After having demonstrated his ability as a manipulator of the Linotype, and being assured of steady employment, the senator handed the proprietor of the shop one of his professional cards and both men had a good laugh over the matter.

Harding still is a member in good standing of his local typographical union.

Women and Night Work

A recent decision in Nebraska by Judge Lee Estelle, of the District Court, acquitted the Omaha "World-Herald" of the charge of violating the female labor law by employing seven women between 10 p. m. and 7 a. m. The Court held that the newspaper business did not come under this law, not being "a manufacturing, mechanical or mercantile establishment or an office, as the words are used in Chapter 190." Women operators were prohibited from doing night work on the Omaha "Daily News" two years ago. The "World-Herald" has employed women in its mailing room for eight years.

In New York, about the same time, Governor Smith vetoed an amendment to the labor law which proposed to take printing or publishing establishments out of the section defining a factory, and hence allow women to work in them at night. He held the prohibition of night work for women was a health measure and to begin allowing exemptions meant the ultimate nullifying of the law.

Fights Text Book Law

All school text book publishers are interested in a suit begun July 13 by Scribner & Sons, in the United States District Court, against the La Grange Board of Education and Francis J. Blair, superintendent of public instruction in Illinois. A restraining order is asked to prevent enforcement of the Illinois text book law passed in 1917. This law compels corporations selling text books to submit price lists of books good for five years and makes it unlawful to advance the prices more than 15 per cent above the figures given. Scribner's claim labor and materials have increased 100 to 600 per cent. June 21 they gave notice old prices were withdrawn and books would not be sold at former rates. Supt. Blair then informed them they must comply with the law, hence the suit.

Ira Knowlton, former field man for the U. T. A., has been made secretary of the Typothetae organization in Toronto, Canada.

Postal Rates Now Higher

New postal rates for second-class mail matter went into effect July 1. The new rates will continue until July 1, 1921. They are as follows:

Outside County of Publication

On the portion of publications devoted to matter other than advertisements, 1½ cents a pound. If the space devoted to advertisements does not exceed 5 per cent of the total space the rate of 1½ cents a pound applies to the entire publication.

On the portion of publications devoted to advertisements:

First and second zones.....	1¾ cts. per lb.
Third zone.....	2½ cts. per lb.
Fourth zone.....	4 cts. per lb.
Fifth zone.....	4¾ cts. per lb.
Sixth zone.....	5½ cts. per lb.
Seventh zone.....	7 cts. per lb.
Eighth zone.....	7¾ cts. per lb.

The one-cent rate prescribed in paragraph 2, section 429, P. L. and R., continues to apply where the total weight of any one edition or issue mailed to any one zone does not exceed one pound.

On publications maintained by and in the interest of religious, educational, scientific, philanthropic, agricultural, labor or fraternal organizations or associations, which have been specifically classified as coming within the provisions of paragraph 4, section 429 P. L. and R., 1¼ cents a pound for all zones on the entire publication.

Within County of Publication

There is no change in the free-in-county mailing privilege, nor in the rates on copies mailed for delivery within the county of publication, the rates set forth in Section 433, P. L. and R., continuing in force.

To Manufacture Metallic Inks in Chicago

Announcement was recently made by The Sleight Metallic Ink Company that its Chicago branch, now located at 439 South Clark street, would go into the manufacture of high grade printing, lithographic and metallic inks on a larger scale than ever before. In order that this work be fittingly carried out, the company has assigned William Lathrop as superintendent of production in Chicago. He formerly was assistant superintendent of the main plant in Philadelphia.

Mr. Lathrop is particularly well qualified to handle this work, and his acquisition may well be regarded as fortunate for the Chicago branch, of which Albert B. Lake is manager. The local branch, incidentally, recently removed to its present location, where better facilities than those of the former address, 538 South Dearborn street, prevail.

The Sleight Metallic Ink Company also has taken over a new building in Philadelphia, and has increased production to a great extent. The New York branch also has been expanded.

Issues Guide

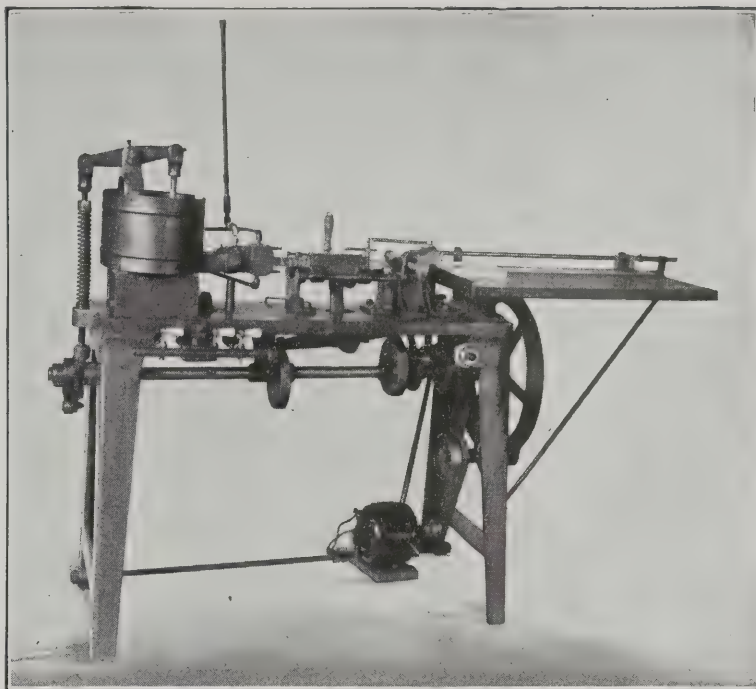
To aid users of the Standard Price List and insure their attention to all additions and revisions, the Research and Service Bureau of the U. T. A. is sending out twice a month as a second class publication, what is known as the "Standard Guide."

The publication is four pages and of a size suitable for placing with the price list itself, and contains an explanation of all current changes made in the Black Book.

*The Ludlow Typograph Company
announces an IMPORTANT CHANGE
concerning the*

Elrod Slug Caster

[*For Leads, Slugs and Rules*]



THE Ludlow Typograph Company announces that it has concluded negotiations with the Elrod Slug Casting Machine Company, of Omaha, Neb., to assume the exclusive manufacture and sale of the Elrod Lead, Slug and Rule Caster.

The rapidly increasing demand for this simplest and easiest-to-operate-and-maintain slug caster required greater manufacturing facilities than the Elrod Company had, and which the Ludlow Typograph Company readily can provide. Effective August 1, 1920, the Elrod Slug Caster will be manufactured and assem-

bled complete in the plant of the Ludlow Typograph Company—one of the most efficient of its kind in the world—under the same engineering supervision and up to the same high-quality standards that have won for the Ludlow Typograph the universal reputation of being technically as well as economically right.

*Address all Inquiries and Correspondence Concerning
the Elrod Slug Caster to*

The Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

What the Elrod Slug Caster is:

The Elrod Slug Caster is by far the simplest and **most satisfactory** lead, slug and rule casting machine on the market today. It is a **profitable** investment for any printer and publisher because—

1 It casts leads, slugs and rules of various point sizes, in strips or automatically cut to desired lengths, for much less than it costs to distribute this material.

2 It is practically automatic and does not require constant attendance of an expert machinist. It can be operated by any composing room employee after a day or so instruction and with a minimum amount of attention.

3 Changing from one point size or kind of product to another is made very easily and quickly—eliminating entirely all intricate adjustments.

4 The quality of Elrod products equals **in every respect** that of any other machine, and stands up under the most severe conditions of all printing and duplicating processes.

LUDLOW FOR DISPLAY

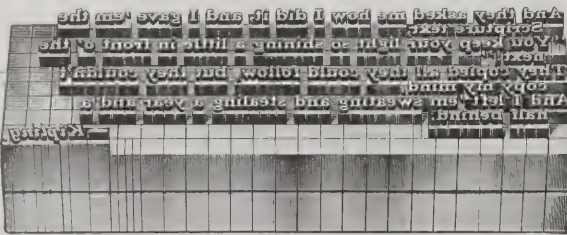
The Ludlow is a complete system for composing and casting display type from twelve (12) point up to and including sixty (60) point without any machine change whatever (mold or liners), and without the added expense required to maintain elaborate storage systems



“WE have used slug-machine matter on our bookwork — *we now produce the same matter on our own Monotypes.* Not taking into consideration the many other Monotype advantages, our costs are less under the **Monotype System.**”

—Canadian Advertising Agency,
Montreal

*Monotype is better
on any kind of work
— also cheaper!*



The product of the Monotype
—brand new single type

Every **Job** Sells
Monotype Another

**Lanston
Monotype Machine
Company**

NEW YORK BOSTON CHICAGO TORONTO

PHILADELPHIA

Monotype Company of California, SAN FRANCISCO

Much Obligated

Menomonie, Wis., July 30, 1920.

Ben Franklin Publishing Co.,
508 S. Dearborn St., Chicago, Ill.
Gentlemen:

It has taken a long time to get to it, but before it is too late, I do want to tell you how much your Ben Franklin Convention Special, which was gotten out at Milwaukee last week, was enjoyed and appreciated by all printers and publishers in attendance at the convention.

Your Ben Franklin Daily was, indeed, timely and unique and it covered a field not attempted by any other publication. It was a big thing to put over, and I, for one, want to congratulate you upon your effort. The fact that the paper was produced in Milwaukee from the material purchased in Milwaukee, most certainly made an excellent impression with the local members present at this convention, and the high grade material it contained was enjoyed by all in attendance.

With best wishes for continued success, I am

Very truly yours,

JONATHAN BOOTHBY,
Vice-President Wisconsin State
Franklin Club

Craftsmen Prepare for Convention

Preparations for the convention of the International Association of Printing House Craftsmen, to be held in Washington, August 21-23, are progressing rapidly and the official program will be ready for publication within the next week. Men prominent in their respective lines are being scheduled as speakers, and it is planned to have the printing exhibition of the American Institute of Graphic Arts as an extra feature.

Work of preparing the souvenir publication, which is to contain histories of each branch organization and pictures of its delegates, is going along at a steady gait. The contract for the job has been awarded the Andrew B. Graham Company and the Standard Engraving Company, both of Washington.

The committee in charge at the Washington end is composed of William J. Dooley, chairman; John H. Davis, vice-chairman; Edwin H. Walker, treasurer, and W. C. Deane, secretary. The sub-committee chairmen are Capt. D. W. Crisholm, M. B. Hooper, Fred A. Strickrott, John J. Deviny, J. C. Jenkins, E. R. Melton, Capt. C. H. Ruth and R. R. Frank.

LINOTYPER wishes to install in
plant of responsible
printer, contract
basis; or contract basis in separate office; responsible party; confidential references.

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BOND**
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SEND for a
set of portfolios that will
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more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Employing Rulers and Binders Association of Chicago

(A Branch of the Franklin-Typothetae)

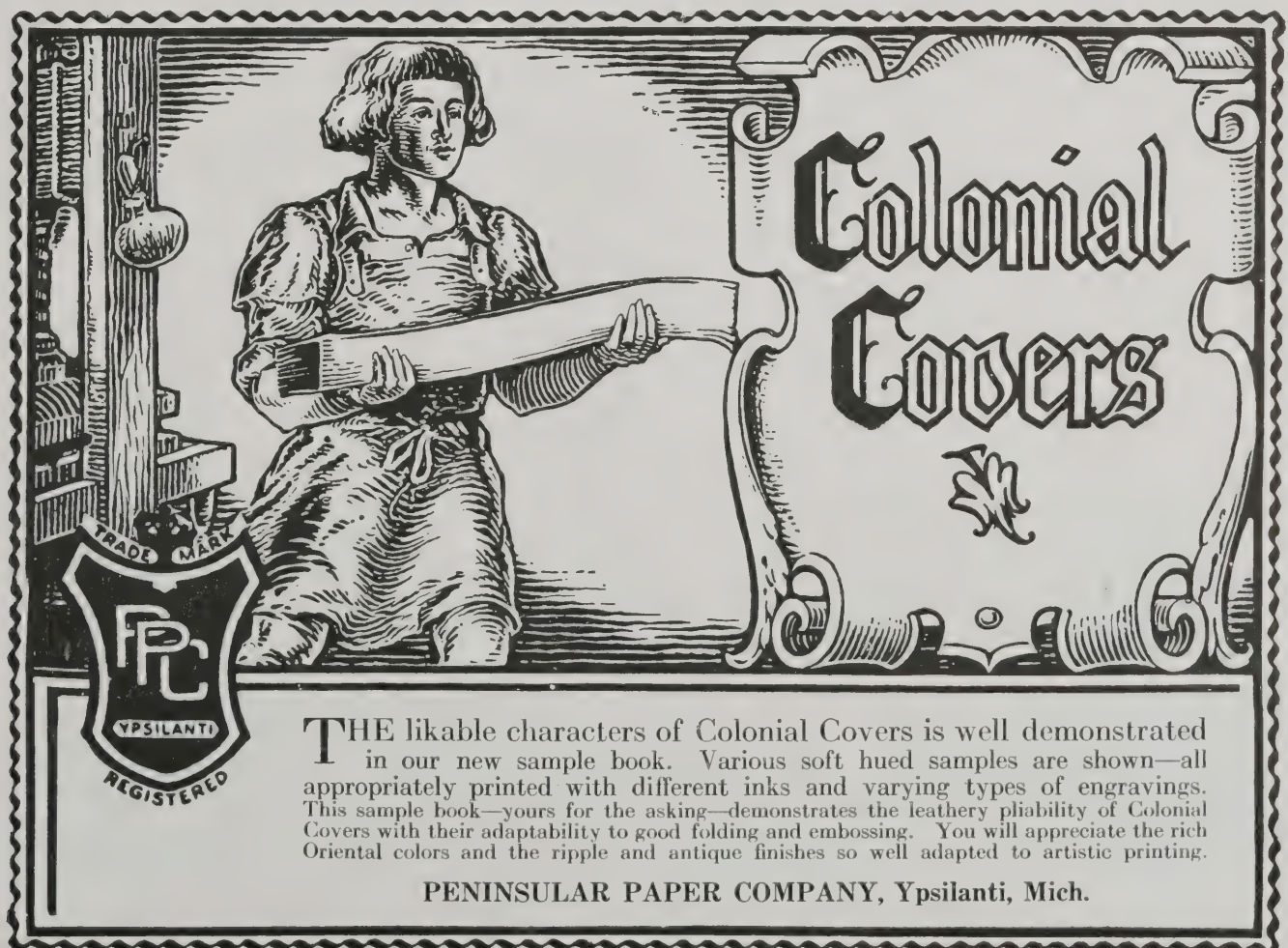
You owe it to yourself and your organization to patronize fellow members of the Franklin-Typothetae.

**“Let a fellow member
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Individual firms in the Employing Rulers and Binders Association of Chicago are equipped to handle work from adjacent towns and cities which have no facilities of their own for this purpose.

Directory of Members

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O. J. Burrows & Co.	- - - - - 310 S. Canal St.
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Trade Ruling & Binding Co.	- - - - - 607 S. Dearborn St
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Weber & Bloom	- - - - - 422 S. Dearborn St.
Weil Bros. & Co.	- - - - - 416 S. Dearborn St.
Western Book Bindery	- - - - - 732 Federal St.



**Colonial
Covers**

THE likable characters of Colonial Covers is well demonstrated in our new sample book. Various soft hued samples are shown—all appropriately printed with different inks and varying types of engravings. This sample book—yours for the asking—demonstrates the leathery pliability of Colonial Covers with their adaptability to good folding and embossing. You will appreciate the rich Oriental colors and the ripple and antique finishes so well adapted to artistic printing.

PENINSULAR PAPER COMPANY, Ypsilanti, Mich.

Just a Step Ahead of the Procession

ANY TYPESETTER can take a bunch of copy, toss it at the machine, make up the pages a la slipshod style, slap a string around and let them ride

Our estimating chart will help in casting up copy for machine. It's yours for the asking.

NOT OUR SYSTEM

This organization knows good typesetting and how to achieve the best results from manuscript copy in Monotype or Linotype

REPEAT ORDERS

are an every-day occurrence in this plant, which indicate that Superior customers appreciate good composition and makeup



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Telephones: Harrison 2755 & 2756



A. J. CUCHNA
Secy-Treas.

Watervliet Paper Company Entertains Chicago Craftsmen

Michigan Paper Company Proves Royal Host to Seventy-five

MORE than seventy-five members and guests of Chicago Printing Trades Craftsmen, Council No. 1, participated in an outing and field day on Saturday, July 31, which brought them to Watervliet, Mich., the home of the Watervliet Paper Company. Right from the start the affair was a marked success, and the prearranged program was carried out with no variation from the original schedule.

The party gathered at the B. & O. station early Saturday morning, and after being "checked in" by the committee, left over the Pere Marquette special for Watervliet. The getaway was made shortly after eight o'clock, and once on the train, the crowd lost no time in sending dull care to the winds.

Good fellowship was the dominating spirit at the start, and good fellowship prevailed right through the day. On the train to Watervliet there was plenty of recreation and fun of all sorts, all of which was enjoyed by the crowd.

Arriving at Watervliet about one o'clock, the Chicago delegation was met at the station by officials of the Watervliet Paper Company, who included F. D. Gilchrist, secretary; C. O. Thorne, general superintendent; Fred Schleid, a director of the company; T. J. Schleid; C. J. Chamberlain, chief engineer of the Watervliet mill; E. P. Young, superintendent of the coating plant; E. L. Weber, superintendent of the book mill; B. L. Brayton, traffic manager; V. F. Quigley and A. L. Miller.

After welcoming the party at the station, the Chicagoans were escorted to the mill of the Watervliet Paper Company and were shown through all parts of the plant by officers of the company. The first department visited was the calendar and finishing

Windy City Printers. Inspection of Mill, Boat Ride and Dinner Features of Trip.

rooms, where large numbers of men and girls were employed in preparing Watervliet products for shipment.

The coating room was next visited, the party taking

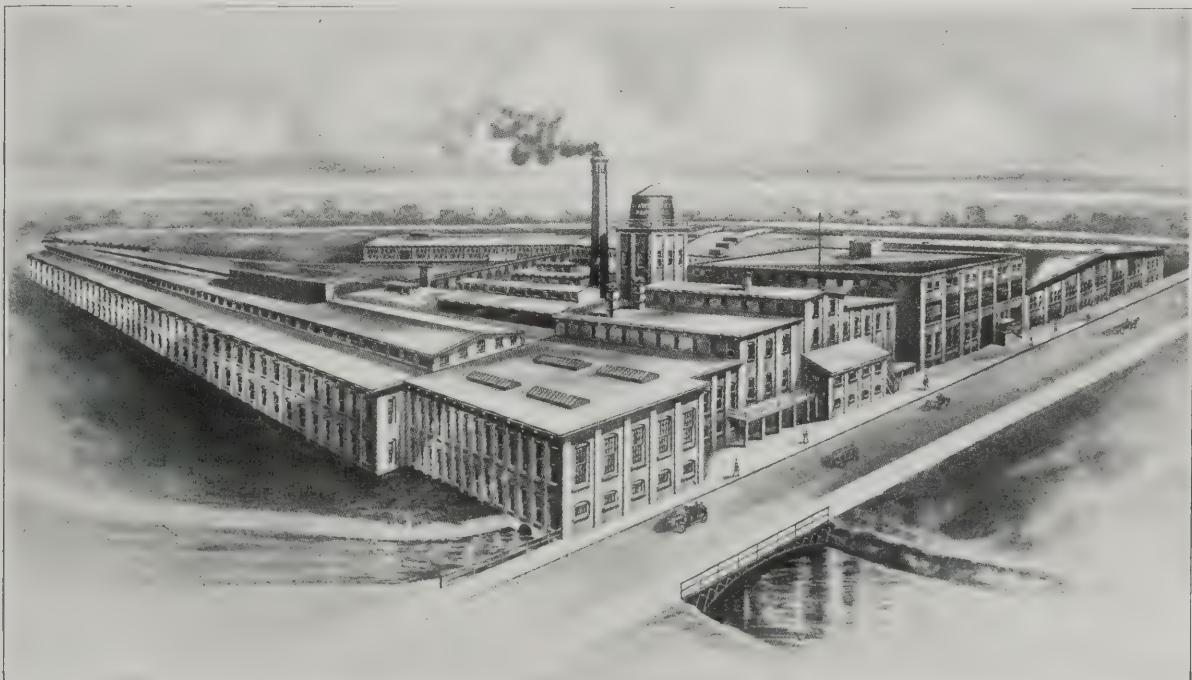
keen interest in the activities of this department. The paper stock room and pulp stock room were next visited, where the manner of selecting stock for the finished product was pointed out. The girls in this branch of the mill, it was explained, were skilled workers, and could tell with a glance what stock was available for use in the finished sheet. Many sorts of magazine paper stock were on hand, ready for sorting. It was pointed out that only the best grade of paper was received in the stock room, and even this had to undergo the most rigid tests before it was sent on its way. Chemical preparations for assistance in the selection of desirable stock were explained and demonstrated by the guides.

The runway to the paper threshing machines was then explained, the paper stock being placed on a conveyor and transported to the grinding machine. The washing and beating machines were then visited, where the pulp was shown undergoing the process of thorough cleansing.

The last division to be visited in the mill, and the most interesting to the majority of the visitors, was the section showing the huge drying machine. Immediately before entering the drying machine, the paper takes form, and at the conclusion of its long journey through the machine it is made up into rolls, first being cut and trimmed to required dimensions.

After the tour through the mill, which was voted one of keen interest and educational value, the party boarded large power boats and started up the wind-

Concluded on page 46



Plant of Watervliet Paper Co., Watervliet, Mich.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Paper and Supply Houses, Engravers,
Electrotypers, Binders and Paper Rulers
located in the Industrial West

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Editor
Advertising Manager

P. A. Howard
C. J. Nuttall
D. L. Pratt

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P. A. Howard President and Treasurer
E. P. Howard Vice-President

508 South Dearborn Street, Chicago
Telephone Harrison 6113

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

Not Today

How would you like to make a bid on 100 printed slips of paper, "size of slip to be 3½"x5½", and to be printed on paper similar to sample enclosed," with the request to submit a sample of paper to be used, when "making quotation" containing the following wording:

Return to Accounting Department
——— Golf Club

Guest Card issued to.....
Address.....
Date..... Time.....
Requested by.....
Secretary.

Absurd, you say?

Not at all. Such a request was made to several Chicago printers last month, who rightfully became indignant and brought the actual letter into this office.

There isn't much to be said about the case, other than what the printers who received the requests said, and what the average printer would say if asked for such an estimate.

We cannot imagine a man going into a store and requesting a price on a "dollar's worth of nails," yet this seems to be the attitude of the one responsible for this latest freak. It seems needless to surmise that the job was finally placed without any bid or estimate. We don't know who got the job, but we do know the printer of today has emerged from the tadpole stage and refuses to make a fool of himself any longer.

"Revised Versions"

For the benefit of union labor the Boston News Bureau presents these "revised versions" of famous American sayings:

I have not yet begun to strike.—John Paul Jones.

I am sorry I have no more strife to give to my country.—Nathan Hale.

My country, right or wrong. If right, to get her in wrong.—Stephen Decatur.

Turn, boys, turn! We're going to quit.—Phil Sheridan at Cedar Creek.

I propose to idle it out on this line if it takes all summer.—U. S. Grant.

The justification of this irony is that there is a tremendous lot of truth in it.

To Be Successful

It is approaching the time of the annual convention of the U. T. A., and we would like to suggest to every printer that he make it his business to be on hand when the first session opens in St. Louis, Monday morning, September 13, and that he stick close to the convention hall until the gavel sounds the end of the convention.

We believe that there is much of importance to be disposed of this year—much of importance to you, whether you own a big shop, a little shop, a common shop or an extraordinary shop. These conventions of the U. T. A. are not for the "big fellows" alone. They are for everyone and everyone who attends benefits by them.

That this is true is proven by the statement of a prominent man in the industry who recently said: "I notice that the men who attend these conventions are the successful ones. They are making money. They operate clean businesses and they are real business men. I can tell a successful printer by just knowing that he is a convention 'goer.'"

To those who have never felt themselves able to spare the money or to leave their plants, we want to call attention to this statement. It not only tells of the men who are now classed as successful, but also points out the way to become successful.

Attend the conventions. Meet your fellow printer on neutral ground. Learn the new wrinkles in your own business. Keep abreast of the times and you'll soon find the "successful" sign hung over your shop and on yourself.

A Warning

Wages bear a very definite relation to supply and demand. When there are more workers than jobs, wages tend to a lower level, and when there are more jobs than workers, wages tend to rise. Artificial pressure may alter conditions, but only for a short time. When wages are high and workers slack on the job to decrease production, living costs rise, offsetting high wages. It, therefore, becomes apparent that it is to the worker's own advantage that he produce all that is necessary to meet the needs of society; on the other hand, overproduction will glut a market and reduce prices below cost of production, which, by the law of supply and demand, also tends to decrease wages.

Since it is to the advantage of labor that wages do not fall, and to the advantage of capital that the market does not become glutted, it becomes necessary that the amount of capital invested in production be regulated. Overexpansion of investment in an industry beyond the needs to meet the demands of society is a fallacy which ordinarily is corrected by a period of low demands, resulting in shutdowns and unemployment.

A warning on overcapitalization is particularly apt at this time, since a falling off in the demand for printing would result in idle machinery and unfair competition.

This office was favored last month by a brief visit from John Clyde Oswald, publisher of The American Printer. Mr. Oswald was in Chicago attending the meetings of the executive council of the U. T. A., which prepared the program for the U. T. A. convention to be held in St. Louis next month.

A Suggestion

In a recent conversation with a prominent Michigan printer, the suggestion was made that the printers of Michigan and Chicago should get together in a joint session some time within the next eight months, for the purpose of learning to know each other and to do away with much of the disastrous competition which now exists between these two important factors in the printing industry.

Ben Franklin Monthly wishes to concur with this suggestion, only adding to it the suggestion that Wisconsin be included. That there is much unfair competition going on between these two states and Chicago cannot be denied and it would be to the advantage of all if such a convention could be arranged. The suggestion was also made that a three-day session be held, for the first year, in the Kalamazoo Valley, Michigan, where the paper mills and beautiful country would add much to the entertainment and educational value of the convention.

We would like to have an expression of feeling on this matter and would appreciate knowing just what the printers of these three sections think about the proposition.

Would such a meeting be advantageous? Would it bring good results? Would it be worth while? How do YOU feel about it?

Send for the VPC

It will tell you everything you want to know about the "Gene" Turner products; some of them new—all of them worth while. Also send for Catalogue No. 7.

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Red Letter Days in Printing History September 13

THESE are the dates of the Typothetae 34th Annual Convention at St. Louis.

Three intensely absorbing subjects will afford a program of prodigious value to printers—the industrial situation, the paper problem and the Typothetae organization.

Keenly interesting reports of phenomenal Typothetae growth will be presented—with plans for the future and suggestions as to how members can make their membership pay a manifold profit on their dues.

The industrial situation will be frankly discussed. Because action by this deliberative body is bound to affect the industry for years to come, you owe it to your own business to be present.

The paper situation is recognized for its importance, and speakers of authority will bring a message of tremendous value in planning your future printing operations over many months to come. Supplementing the program will be attractive printing, advertising and educational exhibits.

Every printer, even though not a member of Typothetae, is cordially invited to attend, but reservations should be made quickly—headquarters hotel, the Statler. The largest attendance a U. T. A Convention ever recorded should be registered at St. Louis.

MAKE YOUR OWN ROOM RESERVATIONS DIRECT



To Be Held at St. Louis
September 13, 14 and 15
At the Hotel Statler

Wisconsin Has Adopted New Plan

Means Extension of U. T. A. Activities to Country Printer

Re-elect George J. Nash, Presi-

dent. Jonathan Boothby, new Vice President and R. J. Meyer Secretary-Treasurer.

ENTHUSIASTICALLY endorsing the plan of co-operation between the U. T. A., the Wisconsin State Franklin Club and the Wisconsin State University, the annual convention of the Wisconsin Federated Printing and Press Association, held at the Hotel Pfister, Milwaukee, July 23 and 24, proved to be one of the most important held by any state for some time, since the successful working out of the proposed plan, which carries to printers throughout the state the advantages now obtainable only by the larger communities, will mean that Wisconsin's lead will be followed by numerous other states, and an important step toward an ideal organization in the printing industry will result.

The plan, which was worked out by officials of the organization and university in consultation with R. G. Lee, assistant secretary of the U. T. A., includes the following service to be furnished over a period of three years, at the cost indicated, and to be rendered only under contract:

First Year

Installation of Standard Cost System.....	\$160.00
One set Cost System forms.....	15.00
One Standard Cost Finding Course.....	20.00
Membership in U. T. A.....	5.00
Dues in the U. T. A.....	18.00
Membership in Wisconsin State Franklin Club....	1.00
Dues in Wisconsin State Franklin Club.....	4.00
Total.....	\$223.00

The first year's service to be paid on the basis of an initial payment of \$58, and installments of \$15 a month for eleven months.

Second Year

Check up on Cost System.....	\$ 60.00
Cost System Forms.....	10.00
One Standard Estimating Course.....	20.00
Dues in U. T. A.....	18.00
Dues in Wisconsin State Franklin Club.....	4.00
Total.....	\$112.00

Third Year

Check up on Cost System.....	\$ 40.00
Cost System Forms.....	10.00
One Standard Salesmanship Course.....	20.00
Dues in U. T. A.....	18.00
Dues in Wisconsin State Franklin Club.....	4.00
Total.....	\$ 92.00

Two cost accountants required for the installation and check-up of cost systems under this plan to be provided by the University Extension Division.

One field secretary required for the promotion of this plan to be provided jointly by the U. T. A. and Wisconsin State Franklin Club.

Instruction of students enrolled under this plan for correspondence study of the U. T. A. Standard Educational Courses to be provided by the University

Extension Division through regular members of its Department of Business Administration faculty.

Activities under this plan to be centralized through a designation as "Service to Publishers and Printers" and

the maintenance of offices at the University of Wisconsin at Madison, the office space, office equipment and stenographic and clerical help required by the field secretary and cost accountants in this work to be furnished by the University Extension Division.

Field Secretary Has Charge

To provide a responsible head for this plan, in order to co-ordinate and direct the activities, it is understood that the field secretary shall be in charge—promoting the plan, handling the collection and distribution of the funds received from the publisher-printers under the contracts, and directing the work of the cost accountants. It is understood also that the field secretary, not being in the employ of the University Extension Division, shall be allowed to devote a proper part of his time in assisting the local associations organized in Wisconsin to carry on the standard educational program of the United Typothetae of America.

It is further understood that the University Extension Division will undertake to furnish instructors for the educational classes of these local associations in such cities where a suitable circuit can be arranged for the instructor.

Instruction in the Standard Educational Courses, whether by correspondence or in local class, is to be given by the University Extension Division instructors in accordance with the text material furnished by the United Typothetae of America. It is to be understood also that the instructors of the University Extension Division and the United Typothetae of America School of Printing will co-operate with each other in reaching an understanding on the method of instruction and marking of lesson papers, to the end that the University Extension Division will issue its own certificates to the students who complete the U. T. A. courses under its exclusive instruction.

Elect Officers

In addition to approving this important plan, the convention, which was attended by nearly three hundred persons, elected officers for the following year, as follows:

George J. Nash, Eau Claire, re-elected president; Jonathan Boothby, Menomonie, vice-president; R. J. Meyer, Appleton, secretary-treasurer. The new executive committee is composed of Rudolph Haessler, Milwaukee; H. C. Hanson, Marinette, and H. F. Mertens, Jr., Waukesha.

The first session of the convention was held Friday afternoon, July 23, at which time Martin C. Rotier, president of the Milwaukee Typothetae welcomed the visitors. He was followed by Executive Secretary W. G. Penhallow, of the same organization, who spoke on the educational features now in operation in Milwaukee. The next speaker was Jos.

A. Borden, secretary of the U. T. A., who outlined the work being done throughout the country for the benefit of the printer. The last speaker of this session was Frank Wilke, of Milwaukee, who spoke on "The Importance of the Small Shop." President George J. Nash presided.

Friday night the visitors were guests of the Milwaukee Typothetae at a dinner at the Pfister, at which J. L. Sturtevant, president of the Wisconsin Daily League, acted as toastmaster. The speakers of the evening were Charles L. Estey, advertising counsel, U. T. A.; U. S. Senator L. I. Lenroot, and Henry C. Campbell, assistant editor Milwaukee Journal.

Courtland Smith Speaks

Saturday morning was given over to two meetings, one of the Wisconsin State Franklin Club, and the other a joint session of the Wisconsin Daily League, Wisconsin Weekly League and Wisconsin Press Association. The endorsement of the new co-operative plan and election of officers occupied the attention of the State Franklin Club while the news print problem caused much discussion at the other meeting when Courtland Smith, president American Press Association, spoke on "National Advertising and News Paper for the Country Press." Mr. Smith urged country publishers to demand congressional action to solve the newsprint problem, and questioned the attitude of Senator Harding and Governor Cox on the subject.

Other speakers were H. H. Bliss, secretary of the Wisconsin Daily League, who addressed the convention on "The Need of a Larger Vision," and J.

Concluded on next page

CHARLES S. UTZ, Pres.-Treas.
WALLACE P. ALLEN, V. Pres.-Sec'y.

Milwaukee
Printers' Roller Co.

Printers'
Rollers

AND

TABLET COMPOSITION

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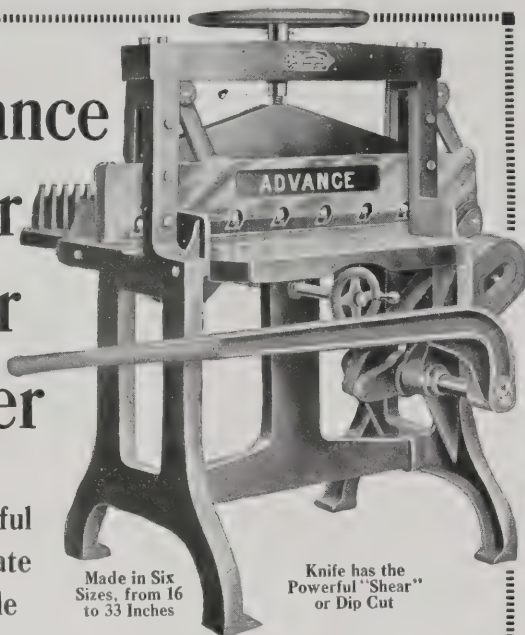
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to 33 Inches

Knife has the
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Also manufacturers of Lee Two-Revolution Press, Stonemetz Two-Revolution Press, Diamond Power Paper Cutters, Mercantile Addressing Machine, Hoerner Type-High Machine, and many other tools and requirements for printers.

Wisconsin Has Adopted New Plan

Concluded from previous page

Walter Strong, secretary of the Weekly League, who spoke on "What the Weekly League Has Done."

Following adjournment Saturday noon, the entire convention journeyed to Waukesha Beach by special cars, where luncheon and dinner were served. A baseball game resulted in the supplymen swamping the printers, but other athletic events evened the score. Saturday night and Sunday morning "all trains led for home," after what proved to be one of the most interesting and best conventions so far held — a convention that did more to arouse the enthusiasm of the state printers and publishers than any that has preceded it.

Wisconsin News Notes

Announcement was made last month that the Sayers Typesetting Company, Montgomery building, Milwaukee, had been sold to the Trade Press Publishing Company, of which H. A. Apple is president. Possession was taken by the new owners August 1.

The new name of the firm has not yet been decided upon, although the policy will be to cater to the trade as formerly, the size of the plant making it possible to do this, in addition to getting out composition for the Trade Press Publishing Company's various periodicals, which include the "Wisconsin Motorist," "Ford Owner and Dealer," "Brooms, Handles and Brushes," and "Woodturning."

Harry Bolens, president of the Milwaukee Automatic Printing Press Company, manufacturers of the Cheshire press, has announced that the Supreme court has awarded his firm the decision in a suit brought against it by the Miller Saw Trimmer Company, Pittsburgh, and that active work of constructing the presses on a wholesale scale will be started at once. Seven of the presses were made ready for delivery last month and a still greater number will be placed with Wisconsin printers before the end of August.

Milwaukee is the home of a new company, incorporated for the purpose of manufacturing a new composing room saw. The firm has been named "Greenfield & Company," and Sam. Greenfield, one of the best known men in the Wisconsin trade, has been made president. The new saw is called the "C & G Trimmer," and embodies a number of new features not found on any similar device.

Milwaukee will be well-represented at the U. T. A. convention in St. Louis, according to present indications. Among those planning to attend are: M. C. Rotier, W. G. Penhallow, H. W. Meyer, Charles Gillett, Rudolph Haessler, Frank Wilke and Carl Moebius.

THE FUCHS & LANG MFG. CO.

Building step by step to the height of achievement from the foundation of an Honest Purpose.

RUTHERFORD FORTY BLACK

Meaning that forty is the price of our new and latest development in a Black that will print on M. F. Book, S. & S. C. and Enameled Book. Free flowing, dense in color and an Ink that will run true.

We had one New York firm run twenty thousand sheets — piled four feet high without offsetting and without slip-sheeting, drying beautifully on the sheet. We want all printers to use this FORTY BLACK, 40c per pound, in lots of twenty-five pounds or more.

The Fuchs & Lang Manufacturing Co.

NEW YORK
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120 West Illinois Street

PHILADELPHIA
142 North 4th Street

Laudon-Nuzum Electrotype Co.

133 · 135 · MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.

Milwaukee, Wis.

Wisconsin News Notes—Concluded

Additional concessions were made printing plant employes in Milwaukee last month when the employing printers agreed to grant a bonus, starting July 1, for one year, ending June 30, 1921. This bonus makes the wages for that city as follows:

Hand compositors.....	\$38.00
Machine operators.....	39.00
Composing room foremen.....	42.00
Machine department foremen.....	43.00
Paper cutters.....	34.92
Journeymen pressmen.....	40.00
Assistant cylinder pressmen.....	33.00

Two dollars extra is allowed for night work, and the figures are based on a 48-hour week.

The old scale, including bonus, provided for \$32.00 a week for hand compositors and \$35.00 for machine operators, with other wages in comparison.

W. P. Allen, vice-president and secretary of the Milwaukee Printers' Roller Company, returned the middle of last month after a six weeks' tour of the Pacific coast, from Vancouver to Tia Juana.

Paper Cutters and
Cutting Knives

Perfection Safety Quoins
Electric Welded Chases

Folding Machines
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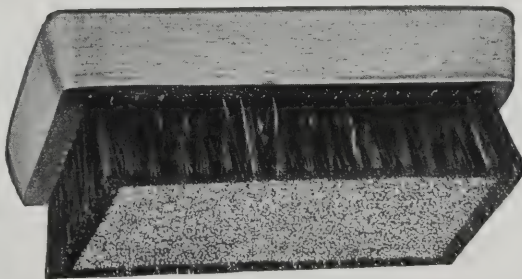
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Best Brush for Halftone and Type Forms

THE AMERICAN PLATE BRUSH

MADE OF FINESPUN BRASS WIRE. FOR USE WITH BENZINE



Note the rim of bristle. Outside brass bristles do not bend and fray as in brushes without this protection

No. 1 Size, 2½ x 4½ inches
No. 2 Size, 2½ x 6½ inches

MADE ESPECIALLY for cleaning halftones, this brush can be used on the finest shaded or small-size type without damage to the fine hair lines. It is a good all-around benzine brush for general use and will be found cheaper in the long run than the best quality of bristle benzine brushes.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

CHICAGO

The Hub of the Industrial West

Rosenberg Heads New Publishing Company

H. H. Rosenberg last month took over the publishing department of Kenfield-Leach Company, which has been incorporated as a separate firm, known as "Industrial Publications, Inc." Mr. Rosenberg is president and treasurer of the company, which now publishes the "Brick and Clay Record" and "Building Supply News." According to Mr. Rosenberg, the company plans to add other publications to its list later on.

Offices of the company are maintained with Kenfield-Leach Company. The personnel of both the Kenfield-Leach Company and Industrial Publications company remains the same.

In a recent interview, Mr. Rosenberg declared that he did not know whether he would re-enter the printing business later on or not, but for the present he would stick to the publishing business. Mr. Rosenberg, who was formerly vice-president of Kenfield-Leach Company, is one of the best known men in the trade and was one of the Franklin-Typothetae's most active members. He has only recently returned from a five weeks' auto trip through the East, where he visited Philadelphia, Atlantic City, New York, Boston and other points in New England.

Calumet printers will hold their annual picnic Saturday afternoon, August 14, when a chicken fry, ham and corn roast will be held at Dailey's Grove, 140th street and Ashland avenue, on the Calumet river. These picnics are always events to be long remembered and the committee in charge plans to make this year's affair one of the biggest and best ever held.

The American Sample and Printing Company, 300 South Racine avenue, has leased the four-story building with ground adjoining it on the east, at 1735-43 North Ashland avenue, for several years, starting September 1, at a total rental of \$140,000. The company specializes in color card printing.

Frank R. Atwood, former Chicago manager for the Intertype Corporation, is now manager of the National Association of Specialty Salesmen, with offices at 443 South Dearborn street.

Three hundred Chicago printers journeyed by special train to St. Paul the last week in July, to attend the annual baseball tournament at that city. Printers from all over the country were in attendance.

Cook County Press Club held its annual outing at Petit Lake, Saturday and Sunday, July 31 and August 1. Sixty-seven printer-journalists were in attendance.

F. J. Ringler & Co. are enlarging their electrotyping plant and adding equipment, due to the great increase of business gained by service and quality.

Chicago Waste Paper Firm Enlarges Plant

The Mendelson Bros. Paper Stock Company has had to enlarge and expand its plant in order to take care of the increased business due to the prosperity of the printing industry in Chicago.

They have increased their warehousing facilities and have added additional equipment, so that they can now handle a larger volume of waste paper and continue giving Chicago printers prompt service.

Several new giant motor trucks have been added to their fleet, making possible quick service on city business.

Callaghan & Co., law book publishers, have purchased 100x109 feet, south front, on Ohio street, 248 feet west of Lake Shore Drive, for \$32,500, with the intention of putting up a \$175,000 building for their own use. At present they occupy a building at the southeast corner of Ohio street and McClurg court.

Charles I. Felthousen, president of Felthousen Publishing Company, died July 3, at his residence, 223 N. Austin avenue, aged 70. He came to Chicago in 1854 on a sailboat, from Ithaca, N. Y., and had a home at Clark and Adams streets, where the postoffice now stands. His wife and two children survive.

Hillison & Etten Company has completed the installation of two new 74-inch Miehle presses with Rouse lifts and extension delivery. The company has also installed a new Model 8 Linotype in its composing room, making two machines now operated.

Wm. H. Field & Company, manufacturers of photo-engravers', electrotypers' and stereotypers' machinery, have opened a New York office at 34 Park Row, with Frank Nossel as Eastern representative.

Chicago newspaper publishers joined with the Typographical Union in presenting Judge Crowe with a silver service set July 16, for his services as arbitrator.

The Chicago Daily News has been given until September, 1928, to put up a new building at northwest corner of Madison and Market streets.

H. I. Wombacher, president of the Standard Typesetting Company, motored to Detroit with Mrs. Wombacher, over the Fourth of July.

The Economy Products Company, 66 West Harrison street, recently installed a new Laclede composing room saw.

Elliott Flower, formerly of Chicago, newspaper and story writer, died at Coronada Beach, Calif., July 3, aged 57.

Chicago Gets Exhibit—Later

Chicago printers who were so unfortunate as not to see the printing exhibit of the American Institute of Graphic Arts, held in New York last spring, or who will be unable to attend the U. T. A. convention next month at which time the exhibit will again be shown, will be given one more opportunity the latter part of October or the first of November, when the exhibit will be brought to Chicago for display. It was at first planned to show the exhibit in Chicago prior to taking it to the U. T. A. convention, but this was found impossible, and since the exhibit is to be shown in the East immediately after the convention, Chicago must wait until its eastern display is completed before getting a chance to view it. Final details as to the exact date and place have not yet been decided.

A chart of considerable value to the user of Monotype and Linotype composition, has been prepared by the Superior Typesetting Company, 732 Federal street. It is for the purpose of estimating the number of picas which will result from a typewritten line in any size type from 5 to 24 point. The chart has been printed on heavy paper so that it can be hung on the wall, and should prove a valuable addition to any printing office.

When Joseph Walsh, the driver of a Dinse-Page truck, tried to avoid running over a man who stepped in front of the truck, the steering gear refused to work, and Walsh and his helper, William Koyluhe, were pinned against a wall in Milwaukee avenue. The helper's skull was fractured. Walsh suffered a broken nose.

Mr. Service-Printer

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you are planning for Mr. Big Customer
needs Photographs

You will want to show { His Product His Plant
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Let us aid you in rendering better and more efficient service to your customers.

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THIS COMPANY makes a specialty of Inventories and Appraisals of Printing Plants and allied lines, therefore is better equipped and trained to make an intelligent and satisfactory report.

All appraisals are now made with the view of interlocking with the Standard Cost System and departmentalized to harmonize with the 9H sheet, which of necessity requires a man of experience in this work.

Printers Appraisal Agency, Inc.

ALBERT B. GIMLIN, PRES
1146 Monadnock Block
TELEPHONE HARRISON 6392
CHICAGO, ILL.

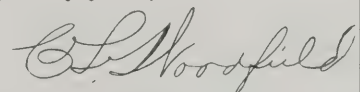
TO THE MEMBERS OF THE
FRANKLIN-TYPOTHETAE OF CHICAGO. Jan. 2, 1920

Dear Sirs:-

From the time this Association began to install cost systems, it has had need of an Appraisal Agency which would be affiliated with it and which would co-operate with the Association on cost work. After careful Consideration the Trade Matters Committee approved of a plan submitted by Mr. Gimlin for the incorporation of the Printers' Appraisal Agency. Since this agency has been incorporated along lines much needed for the advancement of our Associational activities, the Agency, therefore has the unqualified endorsement of The Franklin-Typothetae of Chicago.

Every member who plans to have a Standard Cost System installed should have an appraisal made on which to base the cost system. If such a member has no recent appraisal of his plant, the Association recommends the services of Mr. Gimlin, President of the Printers' Appraisal Agency, whose work under such circumstances is done with a view to interlocking with it the Standard Cost Finding System installed by this Association.

Very truly yours,



Secretary

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to
give you service — and
the quality of his work
speaks for itself.

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Expert Supervision
of every detail of your job by skilled
craftsmen in each department of

LINOTYPE,
LUDLOW, MAKE-UP,
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*We also sell Leads, Slugs, Rule,
Border and Metal Furniture.*

Perfection Linotyping
Company 720 So. Dearborn Street
CHICAGO

TELEPHONES HARRISON 6257 AND 6258

Chicago News—Continued

Announcement was made last week by W. C. Smith, local manager for The A. A. Simmons & Son Company, that the Chicago office and sales room



W. C. Smith

is now located at 441 South Dearborn street, where increased facilities prevail. The telephone number, Harrison 5859, remains the same as at the old office, which was located at 711 South Dearborn street.

Great Western Smelting and Refining Company last month purchased 66,000 square feet of land at the northeast corner of West Fifty-first street and South Union Avenue, Chicago, for a reported price of \$292,927, on which the company plans the erection of a smelting plant costing \$1,200,000. The enlargement will be three times the size of the company's present plant, now located at Fortieth and Wallace streets. This latter plant will be abandoned when the new one is completed. The company is one of the largest producers of type metals in the country and in addition to its Chicago plant, maintains smelters at Hammond, Ind., Seattle, St. Louis, San Francisco and Rio de Janeiro.

Illinois Typographical Union elected officers at a three-day convention held at Champaign, Ill., July 9, 10 and 11. Those selected were John V. Ross, Champaign, president; J. E. Donaldson, Chicago, vice-president; J. W. Andrews, Springfield, second vice-president; H. C. Maddox, Alton, secretary-treasurer; trustees, northern section, C. H. Curtis, Aurora; central section, A. F. Wood, Jacksonville; southern section, Edward Koch, Belleville. Jacksonville was selected as next year's convention city.

Central Typesetting and Electrotyping Company, 466-472 West Superior street, recently placed an order with the Lanston Monotype Machine Company for \$50,000 worth of Monotype equipment. The company is also busy installing six new Model 9 Linotypes, and has completed the installation of foundry equipment which doubles its electrotyping equipment.

Ed. J. Nickerson is the proud daddy of a son, born July 18. The new member of the family has been named Ed. J., Jr. Both mother and son are doing nicely, thank you.

Fred Schroeder, son of Otto Schroeder, of Schroeder Bros. Company, has returned from his honeymoon and is receiving the hearty congratulations of his many friends.

Hornstein Retires From Business

Of considerable interest to the trade is the announcement of the retirement from business of George Hornstein, one of the veteran printers of the middle west. Mr. Hornstein is president of the law printing and Linotype composition firm of Geo. Hornstein Company, which was first established in the Chicago trade in 1894.

The plant, which was located at 75 West Van Buren street, has been dismantled. Six of the Linotype machines have been sold to a daily newspaper, while the Champlin Law Printing Company has acquired the bindery equipment, long regarded as the most complete in the Chicago law printing business.

The George Hornstein Company, and its predecessor, the Hornstein Brothers Corporation, specialized in briefs, records and abstracts for two generations of Chicago lawyers. Five of the Hornstein brothers, and their father were printers or newspaper men. Leon retired from the printing firm twenty-five years ago to engage in the practice of law. He has served as assistant to the corporation counsel of Chicago under both Republican and Democratic administrations for many years.

Louis A. Hornstein, youngest of the brothers, became publicity manager of the Mergenthaler Linotype Company in 1908, and has directed the expenditure of several million dollars for advertising literature and trade magazine space since then.

George Hornstein has purchased a farm near his birthplace, West Bend, Wis., and will take a rest there before again engaging in business of any kind.

William H. Wohlberg, for many years actively identified with the Chicago trade, died at Henrotin hospital on Tuesday evening, July 27. He had been ill only two days, having been operated on for appendicitis from which he failed to recover. He was in his fifty-fifth year.

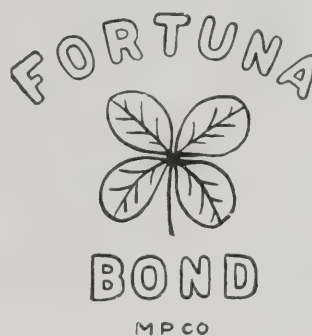
Mr. Wohlberg was president and treasurer of the Acme Electrotpe Company, 712 Federal street. He had been a member of the firm since its establishment on June 15, 1906. He was a former president of the Chicago Electrotypers' Union, and was a member of the Illinois Athletic Club and the Knights of Pythias.

Mr. Wohlberg is survived by his widow, Katherine; two sons, William H., Jr., Frederick; and four daughters, Mabel, Lillian, Mrs. Albert Haegstead and Mrs. A. C. Barclay. The funeral was held from his late residence on 4455 North Ashland avenue on Friday afternoon, July 30. Burial was in Forest Home Cemetery.

Chicago delegates to the convention of Printing House Craftsmen to be held in Washington August 21-23, are William R. Goodheart, Stromberg-Allen & Co.; E. J. McCarthy, Smith-McCarthy Typesetting Co.; Frank Dermody, Woman's World; Frank R. Shank, Charles Eneu Johnson & Co., and George R. Crane, Chicago Roller Co. R. O. Vandercook, of Vandercook Press, and C. P. Evans, of the Miller Saw Trimmer Co., will also attend.

Mr. Goodheart will start ahead of the rest of the party, leaving August 14 by automobile, stopping at Pittsburgh, Atlantic City, Philadelphia, New England, Saratoga Springs, Niagara Falls and Cleveland. He will be accompanied by his two sons.

This Mark



Identifies a grade of bond paper for which there should be more wide spread use than any other grade found in the wide range from the highest all-rag sheet to the cheapest all sulphite.

We ask you to investigate FORTUNA BOND for we know it to be worthy and that it will "Reflect the true Value" of this popular class.

*Carried in white
and six colors*

MOSER PAPER
COMPANY

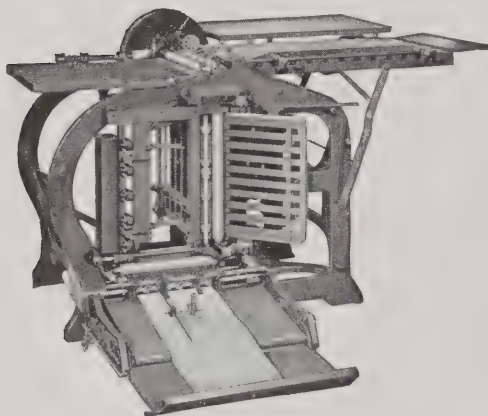
Plymouth Court

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What You May Expect of The Model "B" Cleveland Folder

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SPEED VERSATILITY
ACCURACY

We have a book that explains why the "CLEVELAND" is the ideal folder. Write for your copy



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161 Devonshire Street, Boston
532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

Announcement was made last month by the Moeller Typesetting Company of its removal to greatly enlarged quarters at 300 West Grand avenue. The concern formerly was located at 322 West Erie street. Although established only a comparatively short time ago, the firm is turning out a large volume of work, it being equipped to handle composition of all kinds.

Three late model Intertype machines and a Ludlow Typograph form part of the equipment, while a complete make-up department also is maintained. Fred Moeller, well known in the composition field, is manager of the company, while N. E. Leonard is in charge of the work on the inside.

Frederick Dunham, president of the Frederick Dunham Printing Ink Company, recently purchased the local branch of the Dunn Ink Works and moved his own business to 441 South Dearborn street. The Dunham Company formerly was located at 711 South Dearborn street.

In his new quarters Mr. Dunham has a much larger office and stock room, and is in a position to handle all requirements of the printer and lithographer.

The Federal Press is taking over the space formerly occupied by the Criterion Press and later expect to have the entire fifth floor at 732 Federal street. A considerable increase in press facilities is already arranged for. President H. R. Lundblad was at one time with the Faithorn Company.

"Gene" Turner, prominent Cleveland supplyman, was a Chicago visitor all of last month, returning to the Ohio city the first week in August. Mr. Turner reports business as good and has declared his intention of being present when the U. T. A. convention convenes in St. Louis next month.

Harry Weinstein, treasurer of the Printing and Lithographic Equipment Company of New York, was in Chicago last week on business.

Charles O. Larson and Joseph D. Dingle have become associated with Arthur Schulkins in the management of Schulkins & Company, 376 West Monroe street. The company will be operated under the new firm name of Schulkins Printing Company.

An initial dividend on the 7 per cent cumulative preferred stock of the Ludlow Typograph Company, has been declared by the directors, and paid on August 1.

Vitality Like an Indian

CALUMET NON-MELTING ROLLERS

Now is the time to get your Summer Rollers. They will then be aged sufficiently to make them absolutely non-melting when the "dog days" come and you can be using them in the meantime.

CALUMET ROLLER COMPANY
Phone Englewood 8734 6310 Wentworth Ave., Chicago



BOOK BINDERS AND PAPER RULERS



August 28th has been designated as a day of great importance to the bookbinders and paper rulers of Chicago, for it is on this date that the annual picnic of the Employing Rulers' and Binders' Association of the Franklin Typothetae will be held.

Ehrhardt's Grove, Park Ridge, Ill., is the place where the merry-making will take place. The party will leave from Dearborn street, between Harrison and Polk, at eleven o'clock. The trip will be made by automobile.

The affair, which is to be a family one, is being arranged by a committee headed by Charles Weil. Other members of the committee are George Hart, C. Aggerbeck, David Galentiere and M. Probst.

Basket lunches will be in order and ice cream will be furnished by the association, which has raised more than \$200 for the entertainment. A baseball game will be played in the afternoon between the rulers and binders, while other athletic events are being arranged for. Dancing will be in order during the afternoon and evening.

For the benefit of those who may arrive late, or wish to make the trip later in the afternoon, Chairman Weil has issued the following routing:

"From Dearborn street to Milwaukee avenue, turning at the Higgins Road, which should be followed until the Park Ridge Road is reached. At the end of the Park Ridge Road turn to the left and proceed direct to the grove. Signs will be posted along the way, so that no mistake will be made."

The grove can also be reached by means of the Chicago and Northwestern railroad, trains leaving the Madison street station for Park Ridge at 8:45, 10:02, 10:44, 12:11, 1:03, 1:19, 1:28, 1:34, 2:35, 3:41 and 3:50, city time. Trains also leave Jefferson Park at 9:08, 10:26, 11:11, 12:33, 1:22, 1:54, 1:55, 2:59, 3:07 and 4:08. Returning, trains leave Park Ridge at 1:04, 2:34, 3:34, 5:12, 6:14, 7:05, 9:00 and 11:22.

George Hart, chairman of the Blank Book Division of the Franklin-Typothetae, returned last week after spending several weeks touring northern Wisconsin by automobile.

Meetings of the Employing Rulers' and Binders' Association are now held twice a month, on the second and fourth Thursday, at the City Club.

Samuel J. Wilson, father of William T., Peter J., Samuel J., Jr., and Frank E. Jones, in addition to five daughters, died July 19 at Harbert, Mich., following a paralytic stroke. Mr. Wilson had been engaged in ruling and binding all his life and had served his apprenticeship with such well known Chicago printers as M. A. Donohue, W. P. Henneberry and A. J. Brock.

A price list of all bindery and ruling operations will be issued shortly by the Employing Rulers' and Binders' Association of Chicago. A committee of five men has been appointed by President Fred Laukert which is now working on the details of the list. A meeting of the committee was held Thursday night, July 29.

Caxton Ruling Company, 508 South Dearborn street, Chicago, has made application for membership in the Employing Rulers' and Binders' Association of the Franklin-Typothetae. Action on the application will be taken at the next meeting of the association.

J. O. Burrows & Company, 310 South Canal street, have recently joined the Employing Rulers' and Binders' Association, swelling the membership to sixteen of the largest and most progressive firms in the city.

TWO PHONES, HARRISON 2518
HARRISON 6780

F. J. RINGLER & CO.

**NICKELTYPERS
and ELECTROTYPERS**

MODERN EQUIPMENT, BEST GRADE OF WORK
PERSONAL SERVICE AND PROMPT DELIVERY



732 FEDERAL ST.

CHICAGO, ILL.

ON THE HOUR



**BONDS AND LEDGERS MADE WITH THE SINGLE PURPOSE
OF BEST SUPPLYING BOND AND LEDGER NEEDS**

"NOTE THE TEAR AS WELL AS THE TEST"

**NEENAH PAPER COMPANY
NEENAH, WISCONSIN**

Evidence

of the esteem in which the service of this Association is held by printer-members who have used it, is to be found in the letters reproduced below. Put yourself in the position of a man who has just opened one of these letters at his own desk—and see if you don't find them convincing.



Chicago, June 11, 1920.

We have been availing ourselves of the services of the credit bureau for several years and the result has been very gratifying and indicative of a loyal and intelligent support on the part of the membership of the Franklin-Typothetae of Chicago. Realizing the value of this service to ourselves and fellow members, we have taken special pains to assist the secretary whenever the opportunity afforded, and shall continue to do so. With best wishes for your continued success, we remain,

ROGERS & HALL COMPANY,
J. W. Hutchinson,
Vice-Pres. & Treas.

Chicago, June 10, 1920.

We wish to express our appreciation of your very efficient collection and credit service. The way you have handled our business has, indeed, been good business for us. Especially do we wish to commend your excellent credit reports, for they have, without doubt, saved us many bad accounts, and we can honestly say we have not had a single unsatisfactory account where you have recommended credit. Thanking you for the many courtesies extended us, we remain,

MATHEWS TYPESETTING CO.,
D. W. Mathews, Pres.

Chicago, June 9, 1920.

Answering your inquiry of the 8th, as to whether we have used either your credit or collection service and with what results, will say we have used both and, so far, we are well satisfied. We are getting by far the best all 'round service that we have ever had, which means we shall continue to have you serve us whenever we need your departments.

SCHULKINS & COMPANY,
Jno. A. Schulkins.

Chicago, June 11, 1920.

We have, from time to time, used both branches of your service and are pleased to state that the results have been very satisfactory. In determining the proper extension of credit, we have used this branch quite frequently and have avoided many accounts whose credit was not satisfactory. In the collection branch the results are equally as good. Accounts we have been unable to obtain settlement on, when handled by this branch invariably are settled promptly. We can highly recommend either branch to any one who wishes satisfactory and prompt results.

SLEEPECK-HELMAN PRINTING
COMPANY
W. F. Wade.

Chicago, June 17, 1920.

We have used your credit and collection service for a number of years with very good results and it has saved us many more dollars than it costs us to belong to the organization. We could write many pages praising your service. Since using the credit bureau we have almost wiped off the slate all bad debts. We wish to thank you herewith for your promptness at all times when we made requests for looking up some firm or individual for credit information.

MAYER & MILLER COMPANY,
W. N. Colombo.

Chicago, June 18, 1920.

Just a word of appreciation for services rendered by your bureau. We have requested information on many prospective customers and you have not failed us. A few individuals about whom you could give no favorable information have been handled satisfactorily on "a deposit with the order and balance C. O. D. basis." On information furnished by you we have been able to protect ourselves against cranks, slow pay and dead-beat customers. More power to you and the credit bureau, and may it continue the good work.

FOSTER & McDONNELL.

What this Association has done for these printers—and for many, many others—it can do for *you*, in connection with your own credit problems. Next time a question of credit comes up in your office, get Mr. Kagey on the phone!

Printing Trades Credit Association

Affiliated with The Franklin Typothetae of Chicago

Telephone Harrison 6392

Ask for Mr. Kagey

E. F. HAMM, President
T. E. DONNELLEY, Vice-President
DANIEL BOYLE, Treasurer



CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Telephone Harrison 6392

Printing Trades Credit Association
C. I. Kagey, Secretary

Association Selects Committees

Committees of the Franklin-Typothetae were appointed last week. They are as follows:

Executive Council

E. F. Hamm, president; T. E. Donnelley, vice-president; Daniel Boyle, treasurer; William Sleepeck, chairman, Franklin Division; R. B. Nelson, vice-chairman, Franklin Division; Ben P. Branham, chairman, Typothetae Division; F. W. Smith, vice-chairman, Typothetae Division; E. J. McCarthy, chairman, Machine Composition Division; Charles L. Just, vice-chairman, Machine Composition Division; George D. Hart, chairman, Blank Book, Loose Leaf and Rulers Division; F. C. Laukert, vice-chairman, Blank Book, Loose Leaf and Rulers Division.

Ways and Means Committee

E. E. Laxman, chairman; Homer J. Buckley, William Eastman, H. R. Grant, George D. Hart, W. C. Hollister, M. H. Kendig, E. W. Kirchner, Fred C. Laukert, George M. Leathers, E. J. McCarthy, William McDonnell, L. F. Neely, Ben C. Pittsford, C. L. Powers, Thomas Quin, A. W. Rathbun, Charles Severinghaus, R. A. Slavik.

Cost Committee

L. F. Neely, chairman; C. R. Hancock, Theodore Hawkins, William McDonnell, R. A. Morgan, W. R. Saul, J. A. Singler, P. L. Tallman, C. J. Thiebeault, W. R. Thomas.

Credit Committee

M. H. Kendig, chairman; J. P. Black, J. W. Hutchinson, R. J. Kane, K. G. McKiernan, T. C. McNeill, C. W. Morris, H. I. Wombacher.

Education Committee

Thomas Quinn, chairman; A. A. Amberg, R. B. Barton, H. W. Campbell, O. E. Dallas, E. J. McCarthy, M. G. Pryor, E. E. Sheldon, J. L. Thompson, B. L. White, C. L. Woodfield.

Legislation Committee

W. C. Hollister, chairman; George E. Ackerman, Fred Barnard, Ben P. Branham, J. M. Cox, James T. Igoe, F. J. Riley.

Program and Entertainment Committee

E. W. Kirchner, chairman; Frank Bersbach, H. S. Edwards, F. J. Hagen, Fred B. Hamm, Harry Hillman, Leonard Marshall, S. B. Parker, Arthur Pye, Walter Rubovits, A. B. Southworth, H. A. Staley, Charles M. Stewart.

Trade Matters Committee

William Eastman, chairman; J. P. Cassidy, F. A. Blair, D. E. Harte, J. W. Hastie, Walter Klein, O. A. Koss, James H. Rook.

Special Train for Chicago Delegates

A special train of eight cars bearing over one hundred and fifty Chicago printers and machine composition men, will leave Chicago over the Illinois Central railroad Sunday night, September 12, for St. Louis and the U. T. A. convention, which will open Monday morning, September 13, two hours after the train arrives.

Reservations are now being made for transportation through the Franklin-Typothetae office. The train, which leaves Chicago at 11:30, city time, arriving in St. Louis at 7:30 o'clock the morning of the opening session, will be composed of five standard sleepers, one compartment car, one observation and compartment car and a buffet car, which will provide for the comfort of the delegation.

Invitations have been sent to organizations in surrounding cities and it is expected a goodly number will join the party, possibly making necessary the addition of more cars. Arrangements are also being made to assure visitors Pullman reservations for the return trip. Hotel arrangements are being made direct with the hotels by all who intend making the trip.

The committee from the local association working with Secretary C. C. Means is composed of O. A. Koss, chairman; Charles Severinghaus, Harlo R. Grant, Denham Harte and Floyd E. Haas.

Meeting Scheduled for August 19

The August meeting of the Franklin-Typothetae will be held at the City Club Thursday night, August 19, at which time delegates for the U. T. A. convention in St. Louis will be selected. No special program has been arranged as yet, but work has been started to make the meeting one of the best yet, despite the handicap of hot weather.

O. N. Swanstrom, formerly connected with the Liquid Carbonic Company in an executive capacity, has been added to the field force of the Franklin-Typothetae, where he will aid Field Secretary Tufts in doing missionary work.

Chairmen of Standing Committees and Groups held an informal conference at the home of President E. F. Hamm, at Kenilworth, on the evening of August 3.

Harry Cantrell, office manager of the Franklin-Typothetae of Chicago, is back at his desk, following his vacation.

Seventy-two members of the West, Northwest and North side groups of the Franklin-Typothetae journeyed to Renahan's Avon Park Resort, at Round Lake, Ill., July 28, where the annual outing of the three groups was held. The start was made by auto early in the morning, the party arriving at the lake at noon, just in time for a chicken dinner. In the afternoon a ball game was played between the members of the West and North side groups on one side, and the Northwest side group on the other. The result was unobtainable since the runs came in so fast no accurate count could be made. Swimming and boating took up the rest of the time. The return was made late at night, all having had a most enjoyable time.

A recent ruling of the Bureau of Internal Revenue makes it possible to deduct dues paid to the Franklin-Typothetae and U. T. A., from the gross income of a firm as part of business expense, "providing membership is employed as means of advancing business of individuals or corporations." This also applies to Chamber of Commerce and Board of Trade memberships. The ruling can be found in Bulletin 1320, Ruling 808, Office Decision No. 421, of the Bureau of Internal Revenue.

The promotion committee of the Franklin-Typothetae is no more. In its stead has been instituted the ways and means committee, which will be composed of group and committee chairmen. The committee, through its interlocking membership with the various groups and other committees will be able to not only devise plans for the furtherance of organization interests, but will be able to guide their execution and in general "keep things going."

Watervliet Paper Co. Entertains Chicago Printers

Continued from page 31

ing Paw Paw River to Paw Paw Lake. The trip ended at the Cottagers Country Club, where the hungry visitors were welcomed by W. M. Loveland, president of the Watervliet Paper Company, and C. F. Seitz, president of the club, and were later seated at lunch. The luncheon was served by ladies residing at Paw Paw. During the course of the luncheon, informal speeches were made by Mr. Seitz and E. J. McCarthy, of the committee on arrangements.

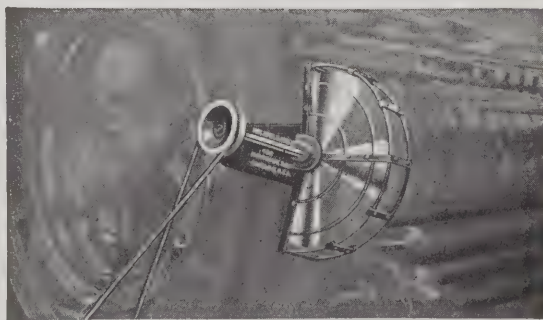
Following the repast, the crowd lined up for the photographers, and later went for a sail around the lake, winding up at Woodward's, on the west shore of Paw Paw. After taking a breathing spell at Woodward's, the crowd indulged in outdoor sports, including a near baseball game. The contest, however, broke up before the first man stepped to bat, as the dinner bell sounded, and a wild dash was made for the banquet hall at Woodward's.

An elaborate dinner was served to nearly eighty people, the additional numbers having arrived in the meantime by automobile. At the close of the dinner, Mr. McCarthy voiced the sentiment of the delegates and thanked the Watervliet Paper Company for the fine time accorded them. A rather hasty exit was forced to be made, as the hour was lost sight of in the face of the good times. The return to Watervliet was made by boat to the south shore, and then by automobile to the station. It was a tired, but happy crowd that boarded the seven-fifteen for Chicago. Once aboard the train, the boys settled comfortably in their seats, and on the way home the main topic of conversation was Watervliet and the Watervliet Paper Company.

Get Ready for
Summer Days

Install Rouse Roller Fans

Now! [They are a slight expense when you
consider the protection to your rollers]



No. 1, for No. 4 to No. 1 Miehle Presses	\$25.00
No. 2, for No. 00 to No. 00000 Special Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, 2 fans	60.00

WHY wait until the middle of summer to install Rouse Roller Fans on your cylinder presses? Put them in now and be prepared for the hot, damp weather which is on its way. Remember your troubles last season? Take time by the forelock and equip your presses now, and you will not be delayed by soft, mushy rollers next summer.

No Electrical Connections Necessary

The press supplies the power. The first cost is the only cost. Easily attached by your pressfeeder. Many satisfied customers testify to the merits of the Rouse Roller Fans. Order today.

*Sold on a broad guarantee of
satisfaction or your money back*

H. B. Rouse & Company

2214 Ward St., Chicago



DIGEST OF MACHINE COMPOSITION NEWS



Monotype's New Typographic Manager

The vacancy in the executive force of the Lanston Monotype Machine Company caused by the recent death of Joseph Hays, has been filled by the appointment of William C. Magee as typographic manager.



WM. C. MAGEE

Mr. Magee brings to his new post a thorough knowledge of the needs of Monotype printers, being a good printer and a practical Monotype operator.

Entering the printing business as a boy, he served an apprenticeship in a shop where high grade work was done, and graduated as a first-class compositor, later taking up the Monotype, and filling the position of foreman.

He entered the service of the Monotype as instructor in the Philadelphia school and rapidly advanced to other positions, until he became assistant to the typographic manager.

Gifted with that rare combination of artistic temperament joined to executive ability, his success as head of the Monotype typographic department is assured.

Work on registration for the city election, which will soon get under way, was the dominating subject of discussion at the regular meeting of the Chicago Trade Composition Association, held at the Great Northern Hotel on Tuesday, July 27. After a lengthy discussion of the matter, in which printers as well as typesetters participated, Charles L. Just, vice-president of the local organization, appointed a committee which was given discretionary power to make arrangements for the registration work with city officials. Those appointed on the committee include Messrs. Burke, Shapiro, Keigher, McCarthy and Harte.

Invents New Saw Vise

A new device recently introduced to the printing trade is that known as the Steele Improved Vise for composing room saws, manufactured by J. W. Steele, of 6447 Newgard avenue, Chicago.

The vise already has been tried out with marked success by many firms representative of Chicago and the Industrial West, and is said to be a great improvement over others of similar nature. It holds linotype slugs and other matter while being sawed, and has a wide clamping surface to prevent slugs from tipping. It will hold the work safely and securely, and will cut down to one and one-half picas in length. The material is locked by a quick-acting screw and is held as securely as if screwed in a vise.

It does not rely on springs to hold the work, there being only two moving parts, which, the inventor claims, will outwear any other holder. The vise is constructed of the best steel suitable for this purpose. Should the operator feel the necessity of clamping the slugs a little tighter, he can do so, and feel secure in sawing them. One patent already has been allowed on the vise, while others have been applied for.

Emery Leaves M & L

Announcement was made last week that Cecil Emery, one of the best known members of the Chicago trade, had resigned his position as manager of the M. & L. Typesetting Company. Mr. Emery severed his connections with the company on Saturday, July 31. He had been with the M. & L. Typesetting Company for twelve years, during which time he has seen the plant grow from a two-machine concern to one of its present capacity.

Mr. Emery, in announcing his resignation, said that he had no plans for the future to make public. He is now touring the west, being accompanied by his wife and three boys, and after visiting Yellowstone Park, will make his headquarters at Bozeman, Mont. It is expected that he will be back in Chicago about October 1, at which time he will make known his future plans. Prior to joining the M. & L. forces he was associated with the Faithorn Company. Rudolph Jung succeeds Mr. Emery.

You can experiment if you want to, but
don't blame anyone else if you
find it doesn't pay so long
as you can get

Monitor Machines

Wire Stitchers, Perforators,
Punching Machines, etc.

LATHAM MACHINERY COMPANY

Fulton and Ann Streets, Chicago

Standardized for Safety

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

BASIC LINE

MADE IN U. S. A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.

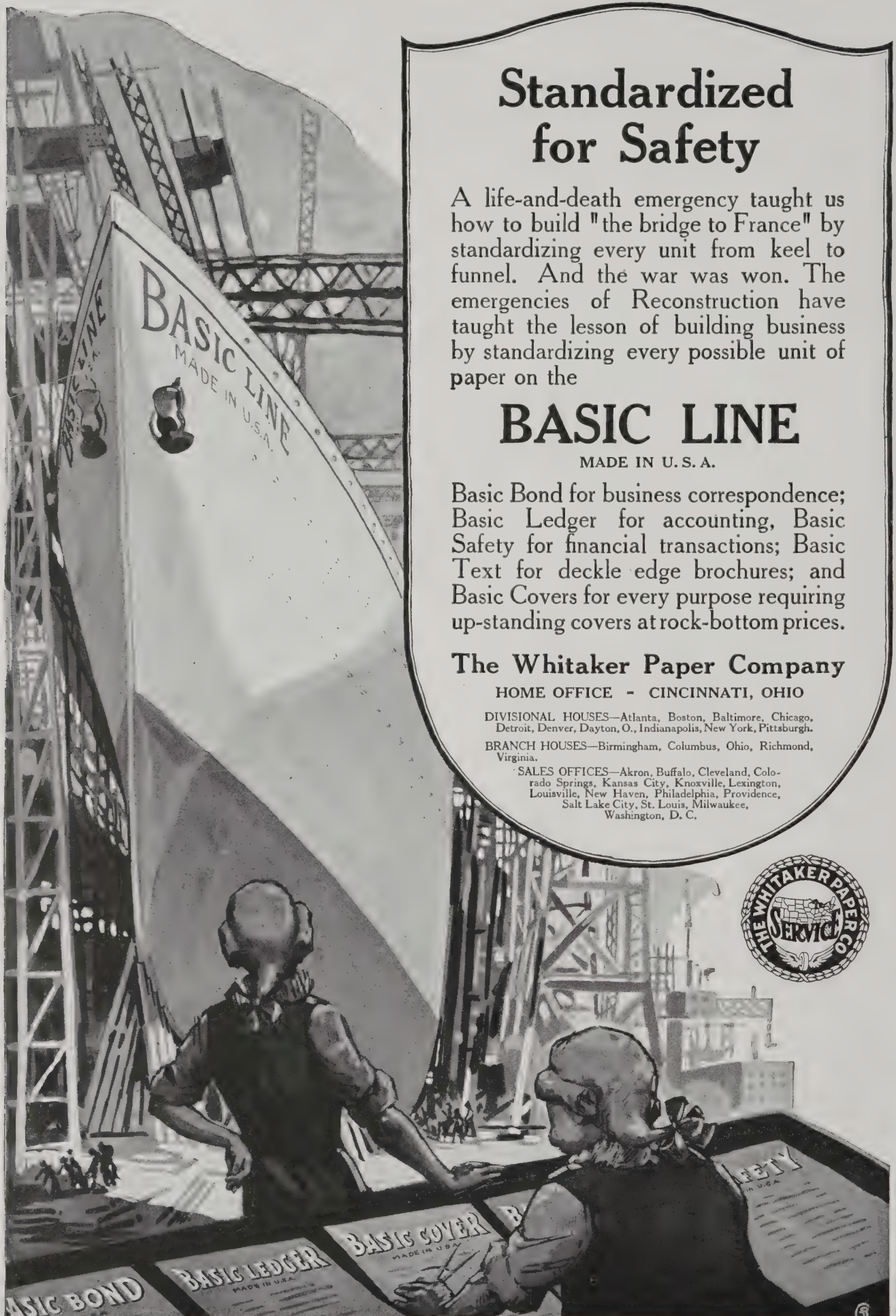
The Whitaker Paper Company

HOME OFFICE - CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.



CLEVELAND AND NORTHERN OHIO

The Cleveland Graphic Arts Club has completed a compilation for new hour costs covering four months of 1920, from Monthly Form 9-H Cost Sheets of the members.

These are actual average hour costs for February, March, April and May, and they include the increase in scale of wages given the pressmen and feeders February 18th; compositors, March 1st, and binders, April 1st.

To these actual known costs 25 per cent has been added and shown as a recommended selling price.

	Feb.	March	April	May	4-Month Average	Recom- mended Selling Hour Rates
Hand Composition.....	\$2.68	\$2.94	\$2.89	\$2.92	\$2.85	\$3.56
Linotype	2.90	3.28	3.31	3.23	3.18	3.98
Keyboard	2.21	2.26	2.32	2.33	2.28	2.85
Castors	2.49	2.55	2.58	2.47	2.52	3.15
Job Presses, 10x15 or smaller...	1.62	1.84	1.83	1.94	1.81	2.26
Job Presses, larger than 10x15...	2.13	2.24	2.15	2.26	2.19	2.74
Job Presses, Mechanical Feed...	1.47	1.58	1.63	1.65	1.58	1.98
Kelleys	2.26	2.34	2.32	2.49	2.33	2.90
Cylinders, Small	2.85	2.89	2.77	2.73	2.81	3.50
Cylinders, Medium	3.36	3.42	3.38	3.44	3.40	4.25
Cylinders, Large	3.77	3.82	3.78	3.87	3.81	4.76
Cylinders, Mechanical Feed...	3.87	3.94	3.97	3.90	3.92	4.90
Cylinders, Two Color.....	4.58	4.62	4.54	4.69	4.61	5.76
Cutters	2.18	2.15	2.26	2.21	2.20	2.75
Folders	2.24	2.28	2.35	2.32	2.30	2.88
Ruling Machines	2.57	2.55	2.62	2.67	2.60	3.25
Bindery "B"—Men's Hand.....	1.85	1.94	2.05	2.24	2.02	2.52
Bindery "C"—Small Machines...	1.32	1.41	1.54	1.49	1.44	1.80
Bindery "D"—Girls' Hand.....	.92	.98	1.06	1.00	.99	1.25

Charles L. Estey, advertising director of The United Typothetae of America, addressed the Cleveland Graphic Arts Club at a regular monthly meeting some time ago. His subject was "Creative Printing," and those who heard him certainly received a highly important message, which should bring them much new business.

The meeting voted to carry on a newspaper advertising campaign starting the first of August. The names of the U. T. A. members who signed for the campaign will be inserted in the advertisements in the newspapers of the city. The committee in charge of this campaign consists of the following: F. S. Fraser, Office Supply and Printing Co.; D. V. Exline, Exline Co., and W. H. Freeman, Corday and Gross Co.

The Cleveland Typothetae is planning to run a special Pullman car to St. Louis for the convention of the United Typothetae of America to be held on September 13, 14 and 15, and an active campaign has been started by an on-to-St. Louis-boosting committee, consisting of the following members: G. A. Randall, Wm. Feather Co., as chairman; J. R. Dawley, Penton Press, and S. C. Bennett, A. S. Gilman Printing Co.

A number of the members have planned to take their wives, and the Cleveland Graphic Arts Club expects to have thirty or more representatives at the convention.

A fire that caused a loss of \$250,000 and resulted in injury to a fireman, July 23, started in the plant of the Commercial Book Binding Company, on West 110th street, Cleveland.

I. T. C. A. Officials Meet

That the committees appointed at the Chicago convention of the International Trade Composition Association are working on a constructive basis, is evidenced by the joint committee conference which was recently held here. This conference was held at the Hotel Winton, Cleveland, Ohio, on Friday and Saturday, August 6th and 7th. The Cleveland Composition branch entertained the members of the various committees. Members of the committees on costs, industrial relations, standardization, trade matters, ways and means, and education met on these dates.

While assembled at Cleveland, the various committees prepared the reports which will be submitted to the convention and recommendations made for action by that body on matters contained in these reports. The joint conference is expected to result in a proper co-ordination of the work of committees, to the end that a duplication of effort will be avoided, and committee work advanced. The program to be followed at the convention was formulated, and entertainment and other features discussed. Practically all the members of the various committees were present.

The firm of Thomas Brothers and Company has purchased the plant of the Superior Linotype Co., located in the Caxton building, Cleveland, Ohio. W. A. Schafer and Geo. Hackathorn, the former owners of the Superior Linotyping Co., are leaving the printing field. The typesetting plant of Thomas Brothers will be removed to 440 Caxton building and operated there in conjunction with the Linotyping plant under the firm name of The Thomas-Superior Company.

The Pioneer Printing Company of Cleveland has been chartered to do a printing and publishing business with a capital of \$80,000.00. The incorporators are J. Kaiser, G. Bills, Jr., W. H. Jett, T. C. O'Donnell and S. C. Krigbaum.

The S. D. Feidler Company, of Cleveland, was incorporated to deal in paper, with a capital of \$15,000.00, by S. D. Feidler, L. S. Sobel, E. B. Conyn, J. M. Schiely and L. Illmer.

Standard Envelope Mfg. Co., 1011 Oregon avenue, Cleveland, contemplates building a four or six-story factory at Twenty-seventh and Superior streets, to cost around \$300,000.

MAKE-UP SERVICE

SPACING MATERIAL

THE HUSTED COMPANY

Machine Composition

436 CAXTON BLDG.

CLEVELAND

Catalog and Display Job Composition and Makeup

7 SEVEN MACHINES—a Model 20, the only one in a trade plant in Chicago, four multiples, a Ludlow, an Elrod Slug and Rule Caster, **7** the most perfect copy marking system, excellent makeup, and the best shop organization in the Middle West. That is the combination that makes real display composition—the only kind we produce.

We machine set type from 5 to 60 point. We do not print.



We produce better Lino-Tabler forms than any other trade plant in Chicago because we do not use linotype rules and spacing material. Our forms are solid—weigh one-third more than lino material—and will not shrink in lockup.

PROMPT SERVICE—AUTOMOBILE DELIVERY

ENGLEWOOD TYPE CO.

536-540 WEST 63rd ST., CHICAGO
Phone Wentworth 3102 Starr M. Miner, Mgr.
Member U. T. A.

When you want a good, medium priced bond paper, loft dried and rag ingredient, we recommend

MARINE BOND

(WATERMARKED)

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

Swigart Paper Co.

653 to 707 South Wells Street Chicago

HARRIS & WALKER

Bookbinders and Finishers

TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101
167 W. Monroe St. Chicago



PERFECT PRINTING PLATES

HALFTONES ZINC ETCHINGS COLOR PLATES

*Personal
Service Idea*

PREMIER ENGRAVING COMPANY

605 South Clark Street, Chicago

Harrison 8197

LARGE SERVICE STOCKS

Economic Ledger Bantam Manifold Buyers Ledger
Ledger Index Bristol Superfine Index Bristol

Standardize your requirements to lines that can be secured at all times.

WE HAVE FOR IMMEDIATE DELIVERY A COMPLETE STOCK AS LISTED BELOW:

LEDGER INDEX BRISTOL	SUPERFINE INDEX BRISTOL	BANTAM MANIFOLD	BUYERS LEDGER	ECONOMIC LEDGER
WHITE 25½x30½	WHITE 25½x30½	WHITE UNGLAZED	WHITE	WHITE
12,500 Sheets.....110	67,500 Sheets.....110	48 Reams 17x22... 7½	40 Reams 21x32....57	12 Reams 21x32....50
24,600 ".....140	50,000 ".....140	44 " 17x22...10	0 " 22x34....48	20 " 21x32....57
5,100 ".....170	15,300 ".....170	40 " 19x24... 9	17½ " 22x34....56	14 " 22x34....48
2,600 ".....220	3,900 ".....220	40 " 17x28... 9½	36 " 23x36....62	60 " 22x34....48
		50 " 22x34...15	32 " 23x36....71	20 " 22x34....56
		91 " 22x34...20	20 " 24x38....59	8 " 23x36....71
		60 " 24x38...18¼	17 " 24x38....68	6 " 24x38....49
BLUE	BLUE	40 " 24x38...24½	7 " 24x38....78	10 " 24x38....59
5,000 Sheets.....110	7,500 Sheets.....110	20 " 28x34...19¼	62 " 28x34....61	16 " 24x38....68
4,000 ".....140	6,375 ".....140	35 " 28x34...25½	40 " 28x34....71	0 " 24x38....88
3,400 ".....170	1,700 ".....170			11 " 28x34....51
1,300 ".....220	1,300 ".....220			36 " 28x34....61
		WHITE GLAZED	BUFF	16 " 28x34....71
		44 Reams 17x22... 7½	28 Reams 22½x28½.38	7 " 28x34....81
		66 " 22x34...15	48 " 22½x28½.48	
		44 " 22x34...20	12 " 22 x34 .48	BLUE
		20 " 24x38...18¼	10 " 22 x34 .56	6 Reams 22x34....48
		20 " 24x38...24½	36 " 24½x24½.45	
		20 " 28x34...19¼	10 " 24½x24½.58	
		15 " 28x34...25½	8 " 24 x38 .68	BUFF
			8 " 28 x34 .71	5 Reams 21x32....57
				60 " 22x34....40
				50 " 22x34....56
				8 " 23x36....71
				10 " 24x38....59
				40 " 24x38....68
				14 " 24x38....78
				13 " 24x38....88
				18 " 28x34....61
				16 " 28x34....71
CANARY	CHERRY	We also carry Blue, Canary, Cherry, Gold-enrod and Green in both Glazed and Un-Glazed.		
1,300 Sheets.....110	5,000 Sheets.....110			
1,000 ".....140	4,000 ".....140			
1,000 ".....170	900 ".....170			
900 ".....220	700 ".....220			
GREEN	FAWN			
2,300 Sheets.....110	1,300 Sheets.....110			
2,000 ".....140	1,000 ".....140			
900 ".....170	900 ".....170			
700 ".....220	700 ".....220			
SALMON	SALMON			
7,500 Sheets.....110	10,000 Sheets.....110			
4,000 ".....140	0 ".....140			
3,400 ".....170	1,700 ".....170			
1,300 ".....220	1,300 ".....220			

SAMPLES AND PRICES FURNISHED ON REQUEST

Telephone or Call

MESSINGER PAPER COMPANY

180-182-184 West Randolph Street

CHICAGO

TELEPHONE MAIN 2120—5 Trunk Lines

FINE WRITING PAPERS PRINTING PAPERS TWINE
 BUILDING PAPER WRAPPING PAPER PAPER BAGS

CINCINNATI

The Queen City of the Industrial West

JOHN STARK, Representative, 901 Union Central Building. Telephones Main 79 and Avon 5758.

Charles B. Dodd, of the A. H. Pugh Printing Company, was elected president of the Cincinnati Association of Printing and Allied Salesmen, which comprises the Salesmanship Unit of the Cincinnati Typothetae, at its annual meeting July 25. The entire red ticket was successful. Mr. Dodd was the nominee on both tickets. Other officers chosen were vice-president, Robert W. Crockett, of the Proctier & Collier Company; secretary-treasurer, Elmer W. Miller, of Miller & Hancock, and six members of the board of governors, namely: Walter Momborg, of the Whitaker Paper Company; J. Larry Birmingham, of the American Printing Ink Company; George Fehrer, of Bohnett and Company; Sam O. Rauh, of the Standard Printing Ink Company; William T. Perry, of the Wm. T. Perry Printing Company, and Henry W. Zimmerman, of the Johnson-Albershart Company. The election was preceded by a luncheon, at which the principal speakers were A. J. Braunwart, president of the Typothetae, and L. K. Oppenheimer, president of the Oppenheimer Printing Company. Both of these addresses were on the subject of salesmanship, especially as applied to the selling of printing and allied products, and both were very interesting and instructive.

No less than a score or more of desirable young men have been secured during the past month for the Co-operative Printing Course conducted by the Cincinnati public schools in conjunction with the Cincinnati Typothetae and the Typographical Union. Advertisements were placed in local papers by Executive Secretary H. D. Stops, of the Typothetae, and these ads appealed especially to boys of sixteen years and over, who had finished a certain prescribed course in the public schools, and called their attention to the opportunities offered young men in the trade. The course is meeting with great success.

The Diem and Wing Paper Company suffered \$25,000 damage when a water main burst near its establishment and flooded the cellar. The Whitaker Paper Company also suffered heavy loss.

E. H. Murdock, 58, president of the Queen City Printing Ink Company, died July 23, at Baltimore, Md., following an operation. Mr. Murdock was connected with the Merrie-Verhage Plumbing Supply Company and the Ebony Lamp Black Works. He was prominent in Cincinnati's business and club life and was father of the "more daylight" movement in America. He was born in Cincinnati and spent his early life with his parents on the plains of Kansas. He took an active part in charitable organizations and in all projects for civic improvements, but his greatest public service was his pioneer work for the cause of daylight saving. He was the first president of the first More Daylight association ever formed in this country, being organized in Cincinnati 16 years ago. A widow, daughter, two grandchildren and two brothers, Harry H. and Kelso Murdock, survive. The funeral was held July 26 at the residence on Grandin Road, Cincinnati, with burial in Spring Grove cemetery.

C. A. Radford, manager of the Cincinnati branch of the Western Newspaper Union, is back at his desk after a short illness, which followed his return from the Democratic National Convention at San Francisco. On his return from the coast he visited his wife and daughter, who are spending the summer at Peoria, Ill.

The last reports on the condition of Leslie Webb, of Webb-Biddle Company, who is seeking to restore his health at a Rhode Island resort, were that he is improving. In the meantime, his affairs are being efficiently handled in the Queen City by Leslie Webb, Jr.

Damage amounting to \$500, principally in finished labels, was caused when an automatic sprinkler let loose in the plant of the Nivison-Weiskopf Company, Third and Elm streets.

A modern bungalow is to be constructed by Sidney Deutsch, of the Sidney Printing Company, in Avondale, a Cincinnati suburb.

BOOK PAPERS

Coated and Uncoated

BRISTOLS AND BLANKS
EVERYTHING IN PAPER



Distributors of

WARREN'S STANDARD PRINTING PAPERS AND THE HAMMERMILL LINES

THE DIEM & WING PAPER CO.

CINCINNATI, OHIO

LOUISVILLE, KY.

COLUMBUS, OHIO

NEW ORLEANS, LA.

IRISH LINEN BOND

Unexcelled in Its Field
For Letterheads and Forms
Envelopes to Match

Employees of the Strobridge Lithographing Company, held their annual outing at the North Cincinnati Gym grounds at Plainville, Ohio, last month. Athletic contests, dancing, swimming and boating were feature events on the day's program. A baseball game resulted in the printers defeating the transferers by the score of 4 to 3. The affair was in charge of Nelson W. Strobridge, president of the company, and a committee of employees.

Members of the Cincinnati Typothetae co-operated with other organizations of the city in providing automobiles for the annual outing of the orphans of Cincinnati. Among those furnishing their machines for this humane purpose, were Elmer W. Miller and A. Riley Hancock, of Miller & Hancock; Bernard J. Woermann, of the American Type Founders Company, and Secretary H. D. Stops, of the Typothetae.

The machinery and paper stock exchange of the Typothetae is becoming a useful factor under the direction of Executive Secretary Harry D. Stops. The plan contemplates the listing by the members of surplus machinery and paper stock with the exchange, for the benefit of those members who may be in a position to make profitable use of such material.

Bohnett & Company, Third and Vine streets, are making extensive alterations in their office. A balcony is being built to surround the entire first floor, which will be used by the art department and for other office space.

The Lambers Printing Company, now in the Brandon building, has leased the third floor at 23 West Third street.

S. Bacharach, president of the Bacharach Printing Company, Cincinnati, and also of the Starchroom Publishing Company, the Gas Engine Publishing Company and the Ark Publishing Company, was one of the principal speakers at the annual meeting of the Maryland, District of Columbia and Virginia Laundry Owners' Association at Washington, D. C. recently.

George Voorhees, assistant director of the Research Bureau, U. T. A., spoke to the Franklin Typothetae of Cincinnati on the evening of July 30, on the subject of the "Black Book," demonstrating the ease with which this book can be used in estimating.

I Can Satisfy You

IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.
Mfrs. High-Grade Printing Inks
30-32 So. Clark St., Chicago : Telephone Central 5068

Printers and Politics

A POLITICAL campaign always means business for the printer. The various candidates very often depend upon printed publicity entirely to acquaint the voters with their fitness for the particular office they seek. This brings many opportunities to the printer for selling small candidate cards for general distribution: also his larger portraits for window display and occasionally a booklet when the candidate wants to tell his life's history. Blotters are quite effective too, because they are kept much longer, and therefore make a more lasting impression.

WE RECOMMEND

Candidate Cards

IN ALL THE POPULAR SIZES

Primary Bristol

22½x28½ FOR WINDOW CARDS

Election Bristol

FOR THE BETTER CLASS OF WORK

Ivory Enameled Blotting

FOR ILLUSTRATED CANDIDATE BLOTTERS

Any of the above items are available for prompt shipment at the lowest current market prices.

Bradner Smith & Co.

Paper for Every Purpose - CHICAGO

"68 Years of Service to American Printers"

ST. LOUIS

W. C. Howland, Representative, 1005 Federal Reserve Bank Building

The St. Louis Typos, made up of journeymen printers, have revived their annual baseball tournament after three years of idleness during the war period. The contests were held this year at St. Paul from July 30 to August 6. The team from St. Louis captured the pennant in 1915, when the games were played in Philadelphia, and several times have reached the semi-finals.

The Typos have been playing in the Empire League this season. The players who made the trip with Manager Tom Collins, include: Kling, Mertens, Lampert, outfielders; Donius, Obermeyer, Shumacher, Ash and Koch, infielders; McDaniel, and Painter, pitchers; and Walden and Nieman, catchers.

The regular meeting of the Ben Franklin Club, which should have been held on Monday noon, July 5th, was omitted because of the holiday for the celebration of the Fourth of July. The July 12th meeting was held as usual, at the American Annex Hotel, and there was a good attendance.

The new home of the Ben Franklin Club is on the fourth floor of the Southern Pacific building, 312-314 North Sixth street. Secretary Van Valer is fast getting things in shape, although it will be some time before everything will be to his liking.

Circular letters have been sent out to all the leading St. Louis printers, asking them whether they would welcome the coming to this city of a branch office of the Miller Saw-Trimmer Company. The company contemplates establishing a branch office in St. Louis and the printers would be glad to have them here. If the branch office is opened, a service machine for the accommodation of the local customers will be provided.

The St. Louis office of the Bargain Paper House, Inc., of Chicago, is now located in the Arcade building, 8th and Olive streets. Mr. Spahn, formerly connected with the Seaman Paper Company, is in charge of the St. Louis office.

Frank R. Smith, who is in the printing business at 1329 Chestnut street, under the name of the Frank R. Smith Printing Co., is a Republican candidate for the House of Representatives, subject to the primaries on August 3.

The Court-Usher Printing Company has leased the large, five-story and basement building at 217-219 Olive street, and will make extensive alterations before moving in. The company is now located in the Drummond building at 4th and Spruce streets.

Val Krapp has left the Hellmich Bros. Printing Company at 18th and Locust streets, and is now superintendent of the Heyer Printing Company's plant at 1801 Arsenal street. He has taken the place recently vacated by L. G. Waldman.

Herman Heyer, president of the H. Heyer Printing Company, Inc., 1801 Arsenal street, has been on a ten day visit to Chicago. He went up by automobile. While in Chicago he visited many of the plants in that city.



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TYPE

TWO
FACES
THAT
HAVE
STOOD
THE
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Established
1912



J. B. MUELLER
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FOR THE TRADE

Who we are and what we do.

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Monotype Specialists

We do all kinds of hand and machine composition for the trade, including the make-up.

We sell display and body type in fonts.

We sell all kinds of quads and spaces.

We sell labor-saving and strip rule, leads and slugs

Quality the Best—Quantity Unlimited.

Out-of-town orders filled same day.

We will do your machine composition and you do the hand work, or, better still,

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We will do the work, you pay the bills—

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If you need our new catalog, say so!

MONOTYPE TYPESETTING AND FOUNDRY CO

114 North Third Street
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Gross Typesetting Company

Monotype and Linotype Composition to the Trade
MAKE-UP, TYPE SORTS AND STRIP MATERIAL

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We Excel in Quality
and Service

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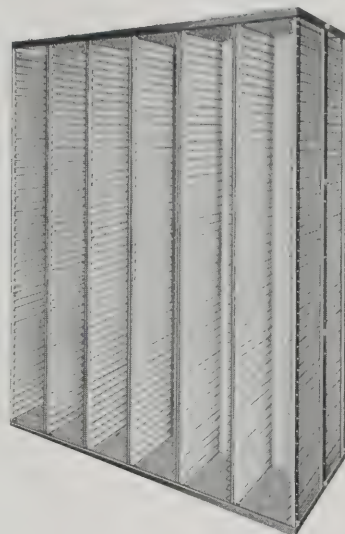
*Printing Papers
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We will be in our New Location about August First

317-319 North Third Street
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100% Efficient

This iron cabinet occupies floor space 27 x 59 inches and holds 600 galleys 9 x 13.



WE BUILD STORAGE CABINETS to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

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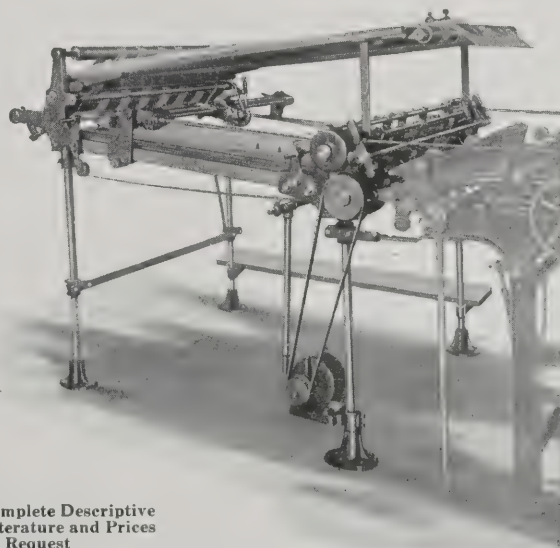
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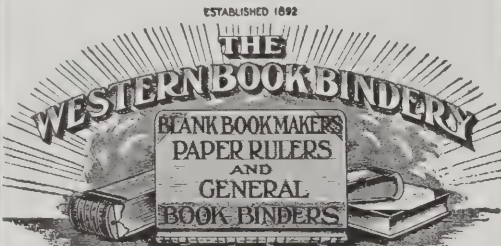
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Perforating Round and Slot
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Eyeletting
Loose Leaf Card Cases
Flexible Leather Work**

ESTABLISHED 1892



732 Federal Street, 9th floor
David A. Galantiere, Pres.

Elements of Cost Finding

Continued from page 16

The manufacture of printing is quite involved and the many operations make possible a great number of leaks and the cost of printing in any organization will, of course be done more or less economically according to the control exercised. Control is simply the presentation or knowledge of facts properly acted upon.

There are two things that will materially help the printing industry, and in particular the small printers, and they are, first, for those who are in an organization to sell at prices that include a reasonable profit and secondly, to convert the man who is outside of the organization or has not yet seen the light.

The great problem of civilization down through all of the ages has been a campaign of education, and so it is today, not only with the printers, but with our entire business and social structure.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street
CHICAGO

South Side Printing and Publishing District

SPECIAL OPPORTUNITY

MODERN PRINTERS' BUILDING—wonderful light, complete in every detail. 40,000 square feet, with switch track. Will sell or lease. Present owner is moving to larger quarters.

SPACE FOR RENT

TWO FLOORS, of 18,000 feet each, fireproof building, facing lake. Ready early in 1921.

FLOOR—in new building on Indiana Avenue, 13,500 feet. Ready early in 1921.

10,000 SQUARE FEET—3rd floor, on 23rd Street, near Wabash Avenue.

WILL IMPROVE AND LEASE

CALUMET AVENUE—near 18th St., 111x178

CALUMET AVENUE—8,500 square feet, with frontage on I. C. tracks.

CALUMET AVENUE—49x177.5

FOR SALE

PRAIRIE AVENUE CORNER—North of 22d Street, 30,000 square feet. Exceptional value.

SWITCH TRACK PROPERTY—Served by New York Central and Illinois Central lines, facing on new South Park Boulevard, 100,000 square feet.

24TH STREET CORNER—22,000 square feet, permanent light on all sides.

WE SPECIALIZE IN THIS DISTRICT, AND WILL BE GLAD TO SERVE YOU
Ask for **GEORGE F. ILIFF**

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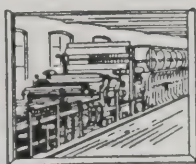
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KERR-WHITMIRE
ANNOUNCE THE
ENLARGEMENT
OF THEIR FLOOR
SPACE TO TWICE
ITS FORMER SIZE

Continuous Day and Night Service



PAPER TRADE NEWS AND VIEWS



Chicago Merchants to Adopt New Policy

Chicago paper merchants have announced that from August 1 they will refuse to receive paper returned for credit after it has been in the possession of the one returning it for longer than fifteen days. The new "trade customs" as adopted by the paper merchants, are given below:

"Return of merchandise for credit has become a serious factor of expense and also is becoming a merchandising problem most difficult of solution.

"In justice to ourselves and to our various customers, we find it necessary to adopt the following rules governing the return of merchandise:

"No merchandise will be returnable for credit after having been in customer's possession fifteen days or more.

"No merchandise will be returnable within fifteen days except upon written request of purchaser and consent of seller.

"No merchandise will be accepted for credit unless returned in merchantable condition.

"Coated papers and similar products can not be returned for credit after having been taken out of original packages."

Those adopting these new rules are:

Berkshire Co., Bradner Smith & Co., J. W. Butler Paper Co., Chicago Paper Co., Dwight Bros. Paper Co., Empire Paper Co., Graham Paper Co., Knox & Wolcott Paper Co., Messinger Paper Co., Midland Paper Co., Moser Paper Co., The Paper Mills Co., Parker, Thomas & Tucker Paper Co., Swigart Paper Co., James White Paper Co., W. E. Wroe & Co.

J. Owen Lee, of the Great Lakes Paper Company, has returned after spending his vacation touring Yellowstone National Park with Mrs. Lee. 'Tis rumored he was much embarrassed through the quantity of new luggage which he carried with him, which caused other visitors at the park to mistake him for a newlywed.

"Diamond Jim" Brady, of the Moser Paper Company, has returned to Chicago after spending a week visiting the paper mills of northern Wisconsin. "Diamond Jim" also succeeded in sneaking a few moments in which to play the game fish which abound near the mills.

W. E. Wroe & Co. to Move

W. E. Wroe & Company will move September 1 to the central manufacturing district, where the company has leased a building at 3630 Iron street for a period of ten years. The new building, in addition to providing additional space, will offer equipment and facilities which will make the company one of the best equipped in the city. Direct railroad communication is made with the building, doing away with transferring and hauling, making it possible to receive shipments from the mill in shorter time and at less expense.

The company has been located at 200-208 East Illinois street for the past five years and previous to that time was located on Michigan boulevard for eight years.

America Beats Them All

Joseph Joyce, Sr., of the Empire Paper Company, Chicago, who recently returned after spending two and a half months in Europe, reports that paper conditions on the continent are even worse than in America, and that while it naturally would be expected that the demand for paper would be less now than before the war, the contrary is true, and with decreased equipment, the mills are unable to meet the demand. Mr. Joyce also declared that while England, France, Belgium, Holland and Luxemburg, which he visited, were very beautiful, America is the best of all. Mr. Joyce, who was accompanied by Mrs. Joyce, spent five days going over the battle fields of France and Belgium.

A. Carey Huls, former Chicago newspaper man, for eleven years with the Harris Automatic Press Company, Cleveland, Ohio, and later manager of the Meuner Corporation, printers, lithographers and envelope manufacturers of Los Angeles, Calif., has been made manager of the Cincinnati office of the American Writing Paper Company.

GOOD ELECTROTYPES

Require Less Make-Ready
Than Inferior Plates

PRINT BETTER AND LAST LONGER.
CALL AND SEE US, WRITE OR PHONE

DINSE, PAGE & COMPANY
ELECTROTYPERS

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Phone Harrison 7185

The

A. A. Simonds & Son Co.

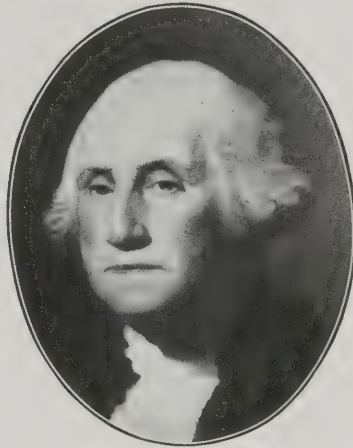
Chicago Office now located in Larger
Quarters at

441 South Dearborn Street

where a complete stock of paper cutting
and machine knives is carried at all
times.

W. C. Smith, Mgr.

Tel. Harrison 5859



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CARRIED IN STOCK AND AT YOUR SERVICE BY THE FOLLOWING
PAPER MERCHANTS IN THE UNITED STATES

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CLEVELAND, OHIO—Petrequin Paper Co.
GRAND RAPIDS, MICH.—Quimby-Kain Paper Co.
INDIANAPOLIS, IND.—Crescent Paper Co.
KALAMAZOO, MICH.—Birmingham & Prosser Co.
LITTLE ROCK, ARK.—Western Newspaper Union
MILWAUKEE, WIS.—H. Niedecken Co.
NEW YORK, N. Y.—Merriam Paper Co.

OGDEN, UTAH—Scoville Paper Co.
OKLAHOMA CITY, OKLA.—Western Newspaper Union
OMAHA, NEB.—Western Paper Co.
ROCHESTER, N. Y.—R. M. Meyers & Co.
SALT LAKE CITY, UTAH—Western Newspaper Union
SIOUX CITY, IOWA—Western Newspaper Union
ST. LOUIS, MO.—Cree-Obear Paper Co.
TACOMA, WASH.—Standard Paper Co.
WICHITA, KANS.—Western Newspaper Union

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Specializes in Print Shop
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Useful in
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Now is the time to purchase as
Summer Rates Are Now On

We also make
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BRANCHES
DES MOINES, DETROIT, CLEVELAND, MEMPHIS
PITTSBURGH AND ST. LOUIS

"Let Howards Stick Together"

Novel Advertising Slogan of Paper Company

A novel method of advertising Howard Bond is being used by The Howard Paper Company, Urbana, Ohio, which is sending out letters similar to the following, to every bearer of the name "Howard" in the country:

"Our standard brand of paper—Howard Bond—bears your name watermarked in each sheet.

"We know of no better name or quality than this for every business requirement. May we not express the wish that you will specify Howard Bond for your office or personal stationery?"

"Your printer can secure this paper from (Name of nearest Howard Bond agent filled in here). The paper, price and name, we are sure, will please you.

"We will watch your next letterheads for this mark.

"Hoping the Howards will stand together, we are,
"THE HOWARD PAPER COMPANY."

The Combined Locks Paper Company, of which L. L. Alsted is president; G. M. Seaman is vice-president; D. E. Reese, treasurer; F. H. Bottum, secretary, and A. J. McKay, general manager, last month absorbed the Lakeside Paper Company, Neenah, Wis., for \$2,000,000.

Forest Hopkins, of The Paper Mills Company, left August 1 with his wife and family for Cape Cod, Mass., where he will remain until September 1.

Roger Little, of Dwight Bros. Paper Company, has just returned after spending several weeks in northern Michigan. His family accompanied him.

We Build Quality Into Your Catalog

*When your copy
is ready, let us
tell you more
about our
wonderful
facilities*

IN every department our equipment is the very latest. It is operated by the most skilled workmen and is adequate to handle the largest job of printing and give SERVICE.

REGAN PRINTING HOUSE
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**“beyond any doubt
Resource Bond at
31 cents a pound
is the best value
in bonds on the
market today!”**

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*Made by Gilbert
Sold by Great Lakes*



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CAREFUL : ACCURATE
PROMPT

LINOTYPE SERVICE
and MAKEUP

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A NEW LINE OF
UNSURPASSED
VALUE

Easy writing surface. The texture permits many erasures without impairing its writing qualities. After testing samples you will appreciate the superior quality of Old Ironsides Ledger.

IN STOCK
Pure White and Rich Buff

**Parker, Thomas & Tucker
Paper Co.**

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THE PAPER TRADING CO.

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"WHERE PAPER IS MADE"

Perfects in

BONDS
WRITINGS
M F BOOK

S & S C BOOK
ENAMELS
OFF-SET PAPERS

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OVER RUNS

Also "DEPENDON SECONDS" in ENAMELS
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We are right "On the Ground" and know where to secure your paper needs. If you don't see what you want in our Monthly Price List, write or wire us. We'll serve you

Our Chicago Office: 416 SOUTH DEARBORN STREET

ROBERT A. JAEGER, Manager

Wabash 1998

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LUDLOW } —to the trade
MAKE-UP

ESTIMATES CHEERFULLY FURNISHED
PERSONAL SERVICE ALWAYS GIVEN

MOELLER TYPESETTING COMPANY

Users of "THE BETTER MACHINE"

C O S T S N O M O R E

A CARD WILL BRING OUR SALESMAN
BETTER YET—PHONE SUPERIOR 1966

SUPERIOR 1966

300 WEST GRAND AVENUE

Nobody

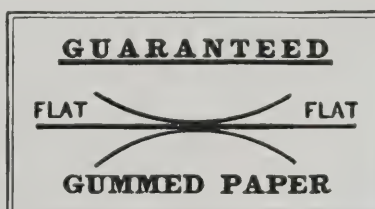
Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

Mills and Main Office:

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The Chas. L. Just Typesetting Co. is now prepared and fully equipped to give service to all printers, publishers and private plants. Our machinery and type faces are new and our makeup department is up-to-date in every detail. Our type display is without doubt one of the best shown and will afford you an opportunity to make selections for any composition you have that requires printing of a superior quality.

Wouldn't it be a great relief if you could say to your typesetter, I want this booklet, catalogue or publication set and made up and then be able to entirely dismiss the matter from your mind, in the confidence that he will do the work to your entire satisfaction. The typesetter who can do that for you must offer efficient service; *that is what we are ready to do for you.*

CHAS. L. JUST
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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process. Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

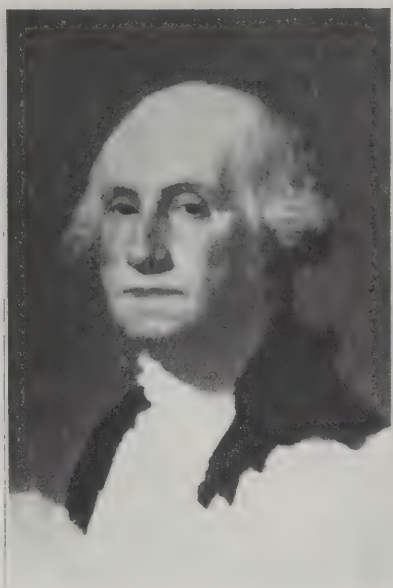
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We also have a complete line of other grades of

Cardboard

Our boards lie flat, hang straight and register, because they are made right. Orders for regular or special sizes are given prompt attention.

Quality Guaranteed



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These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

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The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

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In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

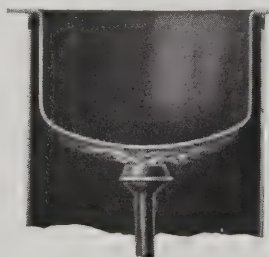
Barnhart Brothers & Spindler

CHICAGO
KANSAS CITY

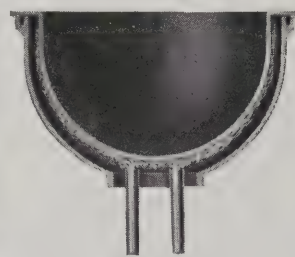
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In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

NEW MODEL COMPOSING ROOM SAW

Complete with
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One Operation**Table Elevated from
Saw and Trim Position
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Shops: 215-23 WEST CONGRESS STREET
Shop Phone: Harrison 1474*President Lincoln was asked:**"You never swear, Mr. President, do you?"
"Oh, I don't have to. You see I have Stanton in
my Cabinet."*This compliment to his Secretary of
War reminds one that**Lincoln
Halftone
Black**has not a cuss word in a ton of it.
Keep profanity out of the press-
room by using inks made by**Sinclair & Valentine Co.****INKS FOR TYPOGRAPHIC, LITHOGRAPHIC
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We are prepared to give the highest
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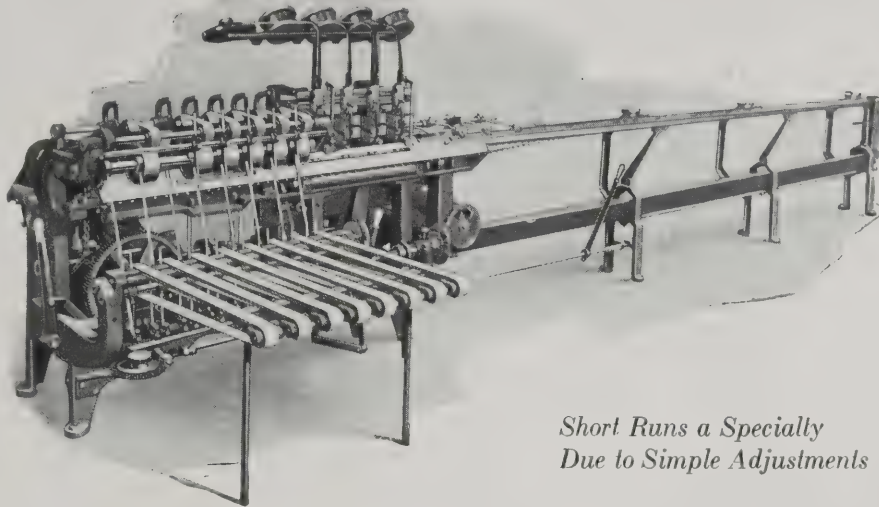
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This is a Proven 100% Success on All Kinds of Work



*Short Runs a Specialty
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Let us prove to your own satisfaction that inserting can be done direct into machine and thereby reduce your labor cost on inserting and wire stitching ONE-HALF

ANY NUMBER OF
STITCHERS
CAN BE USED

Backed by 15 years' sticher feeder experience.

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How? By lowering your production cost.
By and through the Matrix Ruled
Form and Tabular System.

If YOU have this your competitor may bid at *his* cost—and leave you your normal profit.
If HIS bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it,
and make a profit *above normal*.

The MATRIX RULED FORM AND TABULAR SYSTEM
gives you, in short, *A Competitive Advantage*.

We are glad to hear from skeptics—we like *convincing* them. We save *money, time* and *labor* in your shop.

Coupon brings you such evidence and proofs as a practical man requires.
It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.

Touraine Bldg., Fort Worth, Texas

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Matrix Ruled Form and Tabular System
Touraine Bldg., Fort Worth, Texas

Gentlemen: Please send me evidence and descriptive matter that tells all about your modern system of printing blank and tabular work at a big profit.

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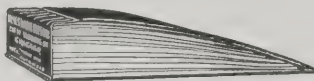
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ALL ANTIQUE FINISH



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Telephone—Main 875

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An inspection of the
printed samples
(showing results!)
arouses

Admiration
for the
widely known
printing virtues of

“KING”

Dependable Offset Paper

A request on your letterhead brings samples

Stocked at mill in following sizes and weights—stock
trimmed four sides—packed in cases.

White

25 x 38—50, 60, 70, 80, 100, 120

28 x 42—74, 86, 99, 124

32 x 44—89, 104, 119, 148

38 x 50—100, 120, 140, 160, 200, 240

Special sizes and weights to order.

India Tint

60, 80

74, 99

89, 119

KING PAPER COMPANY, KALAMAZOO, MICHIGAN

No Order Is too Big

for us to handle.

Our special equipment not only insures
this, but also prompt deliveries on all
orders.

For years we have specialized as

MOUNTERS AND FINISHERS OF

CUT-OUTS

FOR THE

LITHOGRAPHIC AND PRINTING TRADE

How well we have succeeded is attested
by the growth of our business.

Estimates and full information on re-
quest.

REGENSTEIN-VEEDER COMPANY

1332-42 No. HALSTED STREET

CHICAGO, ILL.

Goes

Lithographed Blanks

of Quality

STOCK CERTIFICATES
MORTGAGE NOTES, DIPLOMAS,
BONDS

—

STOCK CERTIFICATE BINDERS,

—

PERFECT ATTENDANCE CERTS.
INSURANCE POLICIES
CERTIFICATES OF AWARD

—

BOUND AND LOOSE-LEAF
CORPORATION RECORD BOOKS

—

QUALITY ART BLOTTERS
CALENDAR CARDS
MAILING CARDS

India Tint

60, 80
74, 99
89, 119

GOES LITHOGRAPHING CO. CHICAGO
42 WEST 61ST STREET
SAMPLES ON REQUEST

INDUSTRIAL WEST BUYERS' GUIDE

A Comprehensive List of Manufacturers, Dealers and Jobbers of Materials, Machinery and Fittings used in Printing, Paper and allied trades.

Three lines, one year - - - - \$10.00
Each additional line - - - - 2.00

ARTISTS

THE HAWTIN ART STUDIOS
19 S. Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCAIN BROS. MFG. CO.
29 S. Clinton St., Chicago.
Phone Main 1485.

BUYERS OF JOB STOCKS—ALL KINDS

FANTUS BROTHERS, Inc.
525 S. Dearborn St., Chicago.
Phone Harrison 8246.

CUTTING MACHINES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

CYLINDER PRESSES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

ENGRAVERS

(Steel and Copper Plate)

HOLMES CO.
161 West Harrison St., Chicago
Phone Wabash 4980.

ENGRAVERS AND ELECTROTYPERS

GLOBE
ENGRAVING & ELECTROTYPE CO.
701-721 S. Dearborn St.
Phone Harrison 5260.
C. L. GOWELL, Transportation Bldg.
Phone Harrison 1143. CHICAGO, ILL.

FINISHERS

AMERICAN FINISHING CO.
500 S. Peoria St.
Finishers to Lithographers and Printers.

GRINDERS (Printers' Knives)

GEO. HOFBAUER & CO.
501 S. Dearborn St., Chicago.
Phone Wabash 6549.
E. C. KEYSER & CO.
727 S. Dearborn St., Chicago.
Phone Harrison 7594.

INKS

(Lithographic and Printers)
AMERICAN PRINTING INK CO.
2314 W. Kinzie St. Telephone Seeley 106.
SINCLAIR & VALENTINE CO.
718 S. Clark St. Phone Harrison 2149.

INK ROLLERS

CHICAGO ROLLER CO.
554-600 W. Harrison St. Phone Wabash 1967

LINOTYPERS

EMPIRE LINOTYPING CO.
501 Plymouth Ct., Chicago.
Phone Harrison 5495.

METAL FURNITURE

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

REBUILDING PRINTING MACHINERY
PRINTERS MACHINE WORKS
130 So. Clinton St., Chicago

PAPER

BRADNER SMITH & CO.
175 W. Monroe St., Chicago.
Phone Main 2060.

CHICAGO PAPER CO.
801 S. Wells St., Chicago.
Phone Wabash 801.

DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago.
Phone Harrison 395.

PAPER—Continued

GREAT LAKES PAPER CO.
515 S. Wells St. . Phones Wabash 1413-1414

THE MCGREGOR PAPER CO.
536 S. Clark St., Chicago. Harrison 5042.
UNION WATERMARKED PAPERS

MESSINGER PAPER CO.
180-2-4 West Randolph St., Chicago.
Phone Main 2120.

MIDLAND PAPER CO.
322 W. Washington St., Chicago.
Phone Main 142.

MOSER PAPER CO.
621 Plymouth Ct. Phone Wabash 2714.

SEAMAN PAPER CO.
208 S. LaSalle St., Chicago.
Phone Harrison 5586.

SWIGART PAPER CO.
653 S. Wells St., Chicago.
Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago.
Phone Main 875.

PRINTERS' MACHINERY AND SUPPLIES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

PROOF PRESSES

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Grand Haven, Mich.

THE VANDERCOOK PROOF PRESSES
The Presses That Revolutionized Proofing
Sold Direct from Maker to User Only
THE VANDERCOOK PRESS
452 N. Ashland Ave., Chicago

WIRE STITCHERS

J. L. MORRISON CO., Inc.
116 W. Harrison St. Phone Harrison 6045.

WANT Advertisements inserted under this heading at 25 cents **ADV'S**
per line. Minimum charge \$1.00 for each insertion.
Advertisements sent to appear under this heading should be accompanied by cash

WANTED—We will buy or sell for you your surplus machinery or outfit. Send us your list and, if possible, description, condition and price, f. o. b. your city. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—Only exclusive Job Office in town of 10,000 in southern Wisconsin. A splendid opportunity for a live printer. Sickness reason for selling. Address A. 128, care Ben Franklin Monthly, Chicago.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

FOR SALE—Printing Machinery, Two Revolution and Drum Cylinder Presses, Paper Cutters, Gordons, Stitchers, Punches, Folders, Proof Presses, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—Power Paper Cutting Machine. Modern design. Machine must be in first class condition and obtainable at once. Curtis-Johnson Printing Co., 1640 S. Wabash Ave., Chicago.

BENEDICT'S 44 and 48-hour wage scales. Tell immediately the wages of your men and save time and money. Price, \$2.00 a scale. Address Ben Franklin Monthly.

Your want ad on this page means quick returns on the sale of machinery and surplus supplies.

POSITION WANTED—Office and Sales Manager, connected with printing business for over 20 years, thorough accountant, desires position, with progressive firm. Have supervised both cost and financial departments in large office and also have handled sales end of business. M. N. O.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. CHAS. L. STILES, 239 N. 3d St., Columbus, Ohio.

THE EQUIVALENT weight per ream in any possible size sheet and the equivalent price per 100 sheets of cardboard in any possible size sheet, with the proportionate size of any cut or drawing for reduction or enlargement, easily told by means of the Paper Equivalentor, a handy pocket size device. For sale by Ben Franklin Monthly, 508 South Dearborn Street, Chicago. Price, \$1.50.

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McGRATH ENGRAVING CO.
**ENGRAVERS
ELECTROTYPERS**
TEL. HARRISON 6245
501 S. LA SALLE ST.
Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. **This valuable Reference Book free. Write for it.**

Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

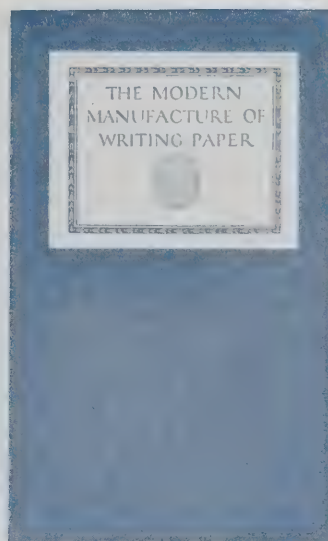
Ross-Gould
Mailing Lists St. Louis.
Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO.
**505 Fisher Bldg.
CHICAGO**
**Main Office and Factory
412 East Sixth Street
CINCINNATI, OHIO**
**45 W. 34th St.
NEW YORK**



Have you had your copy?

A limited supply of these books is still available. If you have not already received a copy, send for one today.

"The Modern Manufacture of Writing Paper"

tells the story of paper-making in a non-technical way. It is bound, printed and illustrated in a way that makes it a really valuable addition to your library.

Fill out the coupon below and send it attached to your letterhead.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 Fifth Ave., New York.

EASTERN MANUFACTURING COMPANY,
501 Fifth Avenue, New York:

Please send us a complimentary copy of "*The Modern Manufacture of Writing Paper.*"

Firm Name

Address.....City and State

Requested by Position

SERVICE

The performance of labor for the benefit of another; at another's command.

—Webster

THIS is probably the most abused word in the English language. Printers, and others, have come to treat this word lightly. Not Smith-McCarthy. When we say that we give you service we *mean* service; and service means something more than just turning your job out in a hurry. Our battery of ten Monotypes and six Linotypes, running 16 hours a day; our highly skilled workmen, and well equipped composing room, containing tons of type and material, places you in position to offer your customer exactly what he wants. You do not have to waste your time, and your customer's time, trying to sell him a substitute. We have no printing office connection and are not in competition with printers—we are simply typesetters to the trade.



Compositors to Printers

Smith-McCarthy

508 South Dearborn Street ♦ Chicago
Telephone Harrison 3864 - 3865 - 3866 - 3867

35.
BE

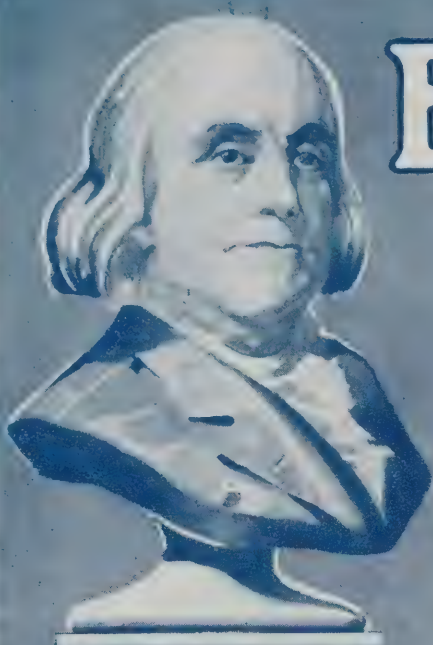
Watch for the Convention Number of this Magazine. ALL THE DETAILS OF THE
U. T. A. CONVENTION. Out the fourth week in September.

VOL. XVII

SEPTEMBER, 1920

No. 12

Published Monthly: \$2.00 a Year; 20 Cents the Copy



PHILOSOPHER
DIPLOMAT
PATRIOT
INVENTOR
JOURNALIST
AND PRINTER

BEN FRANKLIN MONTHLY

A JOURNAL FOR THE
PRINTING, PAPER
AND
ALLIED TRADES IN
THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.



STONEWALL LINEN LEDGER

UNIVERSITY OF ILLINOIS

LOFT
DRIED



TUB
SIZED

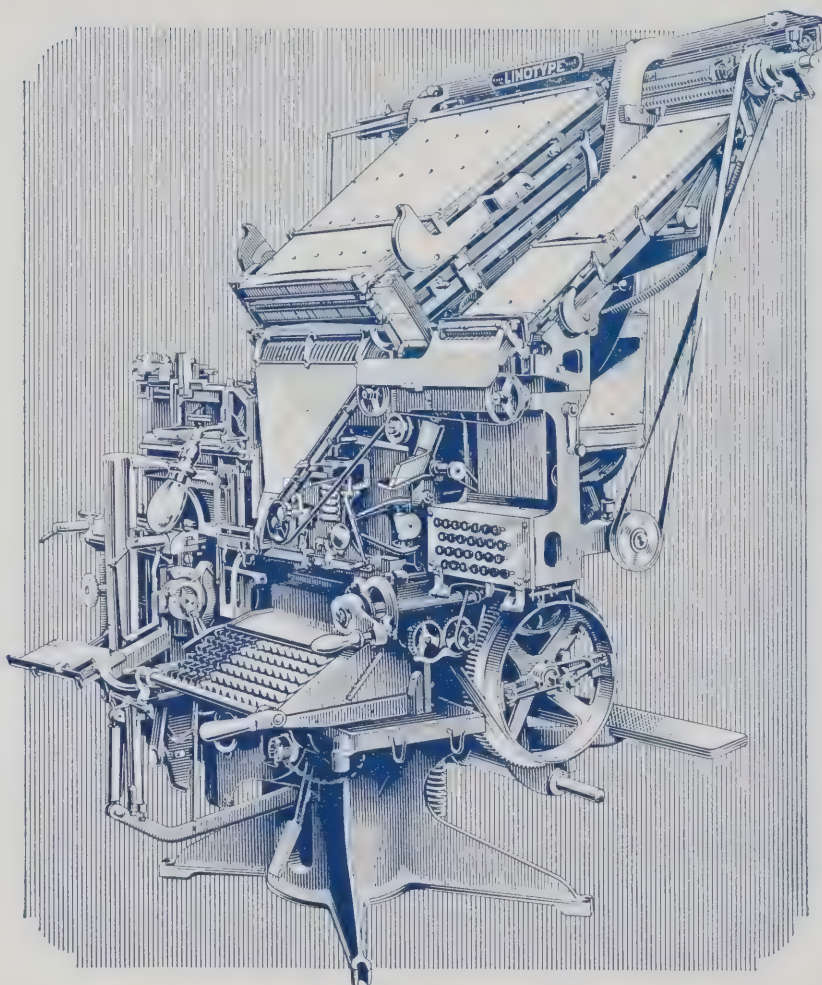
GUARANTEED BY THE OWL MARK TO SATISFY

CHICAGO AGENTS
BLUNDEN-LYON COMPANY
108 W. HARRISON STREET

NEENAH PAPER COMPANY
LOFT DRIED BONDS AND LEDGERS ONLY
NEENAH, WISCONSIN

TYPOGRAPHY

TRADE LINOTYPE MARK



It is the "think" that counts in everything;
put the same thought into your Linotype
composition that you put into hand composi-
tion and you will be astonished at the result.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE Material

Foldwell
TRADE MARK
Coated Book

These are the Gloves that will be Advertised

The Working Hands friend

The Boss M

Hands!

The Market The Demand The Name: Boss

"That Broadside Smashes Home"

"Gloves for hard work. Strength! The idea of strength is carried out clear through. Why even the paper is strong. Not a sign of a crack where it is folded through the illustrations."

THE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity or any other feature successfully, paper must be selected as carefully as copy and illustrations. Results prove this. Send for booklet "Paper as a Factor in Modern Merchandising" which explains.

Foldwell is peculiarly adapted to the "dominating idea" in broadsides. Its specially prepared surface and long-fibered strength can be used to your advantage. Foldwell Coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO., Manufacturers

894 S. WELLS ST.

CHICAGO, ILL.

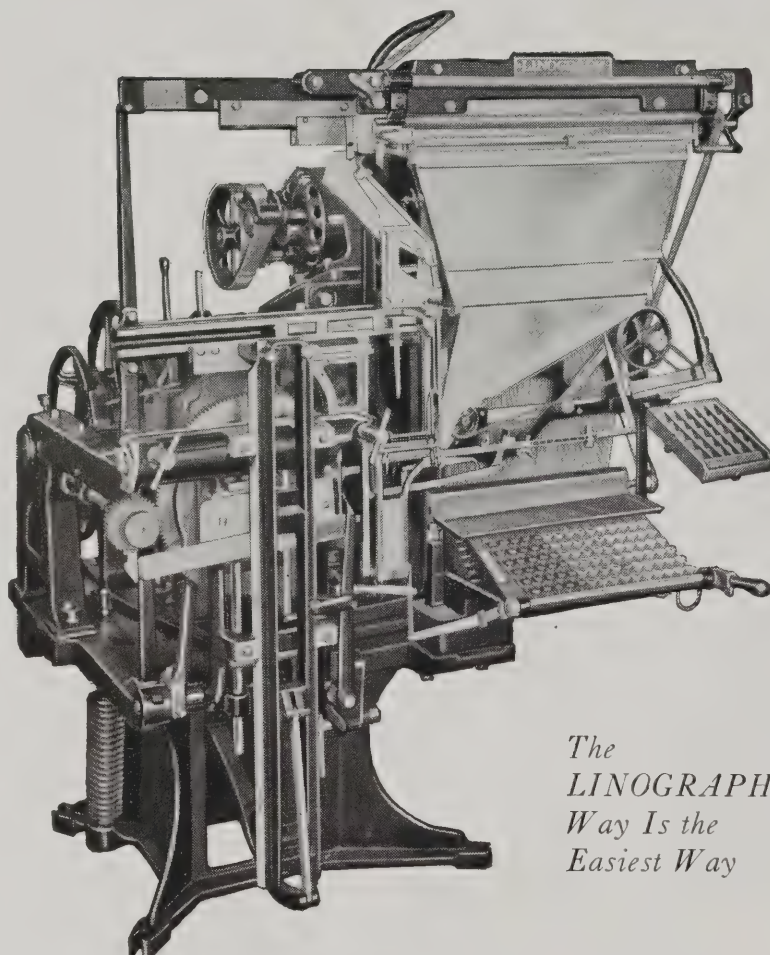
Nationally Distributed

FOLDWELL

Coated Writing
Coated Book
Coated Cover

The LINOGRAPH

Fact vs. Guesswork



*The
LINOGRAPH
Way Is the
Easiest Way*

WHEN you want definite, reliable information about anything, you naturally turn to someone who is competent to give you the proper information.

When you want to find out how a LINOGRAPH performs in actual operation, you naturally will ask someone who has used one enough to find out for himself.

LINOGRAPH users and operators are always willing to tell you what results they obtain with a LINOGRAPH.

We are always willing to rest our case on what they may tell you.

The only suggestion we offer is that your inquiry should be directed to someone who *really knows* from *actual experience*.

ETABLISSEMENTS
PIERRE VERBEKE
General European Agent
Rue des Boiteux 21
BRUSSELS, BELGIUM

PARSONS &
WHITTEMORE, Inc.
Agents for Australasia
30 Market Street
SYDNEY, AUSTRALIA, N. S. W.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

The Printer Knows



Buy or Specify

HOWARD BOND
WATERMARKED

For All Business Uses

Chicago Distributors:

Midland Paper Co.

Parker, Thomas & Tucker Paper Co.

Milwaukee:

W. F. Nackie Paper Co.

A job of letterheads, bill-heads or other office forms, whether run singly on a platen or four-up on a cylinder, requires a sheet that stands up uniformly.

The customer generally leaves all that to the printer, because he is the man who knows. He knows paper and he knows printing.

Howard Bond is a mighty strong printing paper—clear and white as snow—due to the coldest of natural spring waters used in its making. Its reasonable price further makes it the logical business paper to use.

In selecting a stock for all office uses, we urge printers and lithographers to standardize on Howard Bond. Specify it to your customers. Use it for all their office printing.

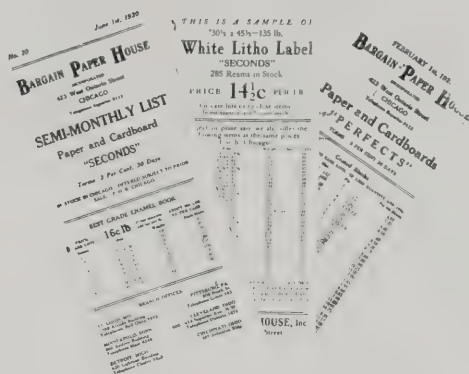
Write us today for sample book showing Howard Bond in all colors, weights and sizes.

Distributors the country over.

HOWARD PAPER COMPANY

Urbana,

Ohio.



We Have the Stock

Let Us Serve You

GREAT VARIETY OF
“Perfects”
Paper and Board
“Seconds”

CARRIED IN OUR CHICAGO WAREHOUSE FOR PROMPT SHIPMENT

We issue a Semi-Monthly List of “Seconds” and a
 Monthly List of “Perfects”

Write for them if interested—they will be mailed regularly

Bargain Paper House, Inc.

LOUIS T. DWYER, President

423 West Ontario Street, Chicago, Ill.

Telephone Superior 9113

BRANCH OFFICES

ST. LOUIS, MO.
 1369 Arcade Building
 Telephone, Bell Olive 7973

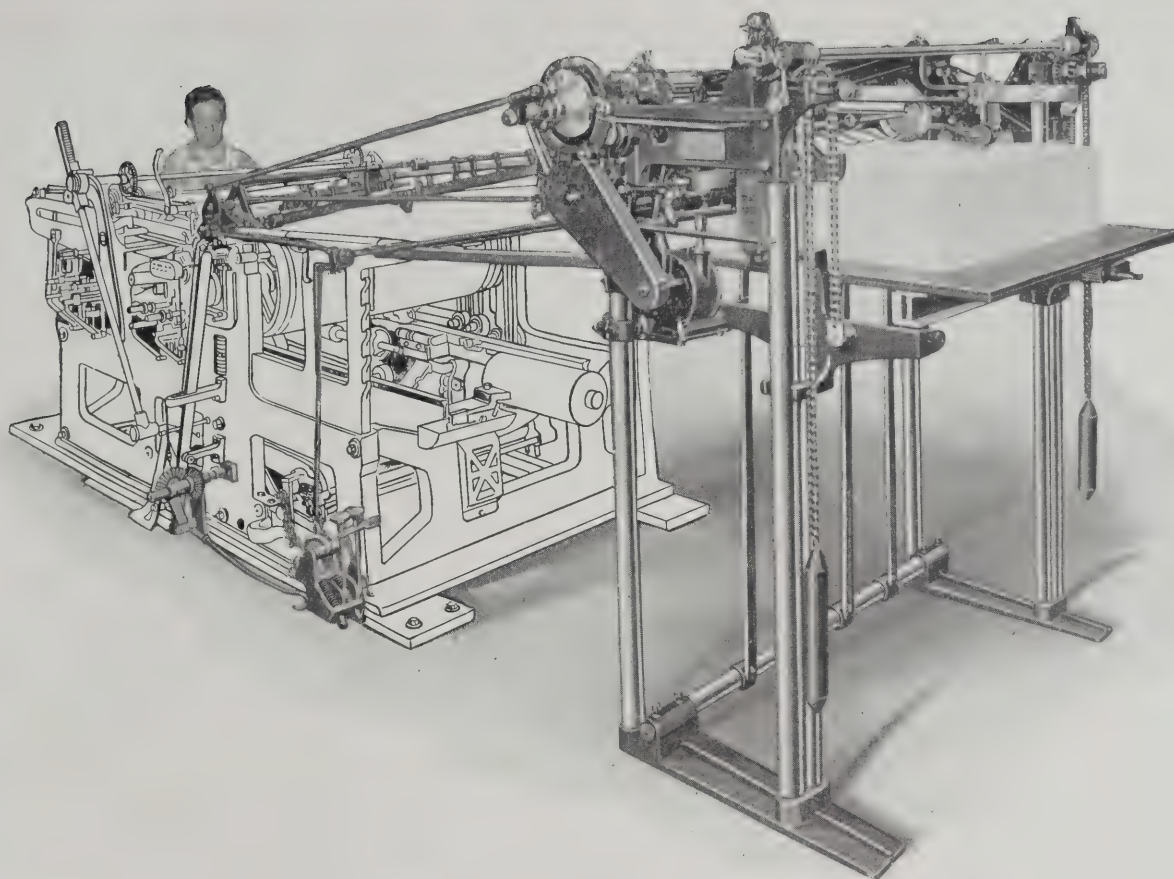
PITTSBURGH, PA.
 209 Ninth Street
 Telephone Grant 103

CLEVELAND, OHIO
 500—414 Superior Ave., N. W.
 Telephone Ontario 1671

MINNEAPOLIS, MINN.
 303 Andrus Building
 Telephone Main 6246

DETROIT, MICH.
 453 Book Building
 Telephone Cherry 3325

CINCINNATI, OHIO
 307 Johnston Bldg.
 Telephone Main 4427



A WONDER WORKER

THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

"Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

"When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the

equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines

You Have a
Standing Invitation to
Call and Inspect
Our Plant
and
Up-to-date Facilities

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

We own the building, as well as our printing plant, and operate both to meet the requirements of our customers.

Day and
Night Service

The best quality
work handled
by daylight



One of the largest and most completely equipped printing plants in the United States

Printing and Advertising
Advisers and
The Co-operative
and
Clearing House
for Catalogues and
Publications

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications. Our interest in the success of every legitimate business and publication prompts us to offer our assistance in every direction that appears practical and possible, and we invite suggestions, with a view of making our service most valuable.

CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

Business Methods and Financial Standing the Highest. Inquire Credit Agencies and First National Bank, Chicago, Ill.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists

(7) Also Such Printing as
Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING

(Linotype, Monotype and Hand)

PRESSWORK

(The usual, also Color and Rotary)

Binding

(The usual, also Machine Gathering, Covering and Wireless Binding)

MAILING ELECTROTYPING ENGRAVING DESIGNING ART WORK

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties)
(Particularly the Larger Orders)

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

ROGERS & HALL COMPANY

Polk and La Salle Streets

CHICAGO, ILLINOIS

TELEPHONE WABASH 3381—LOCAL AND LONG DISTANCE

Waste Paper

A Reliable Service

WHEN you *buy* paper you don't go to an ink house—you deal with a reliable paper dealer, a specialist in his line.

When you *sell* paper—waste paper—it pays to use the same good judgment.

The Mendelson organization offers you a specialized waste paper service of thirty-five years' standing. Our large warehousing facilities and great resources enable us to pay you higher prices and give you honest, careful, prompt and courteous treatment.

Whether it's a ton or a thousand tons, our trucks call at your plant to collect it and your payment is made on the dot.

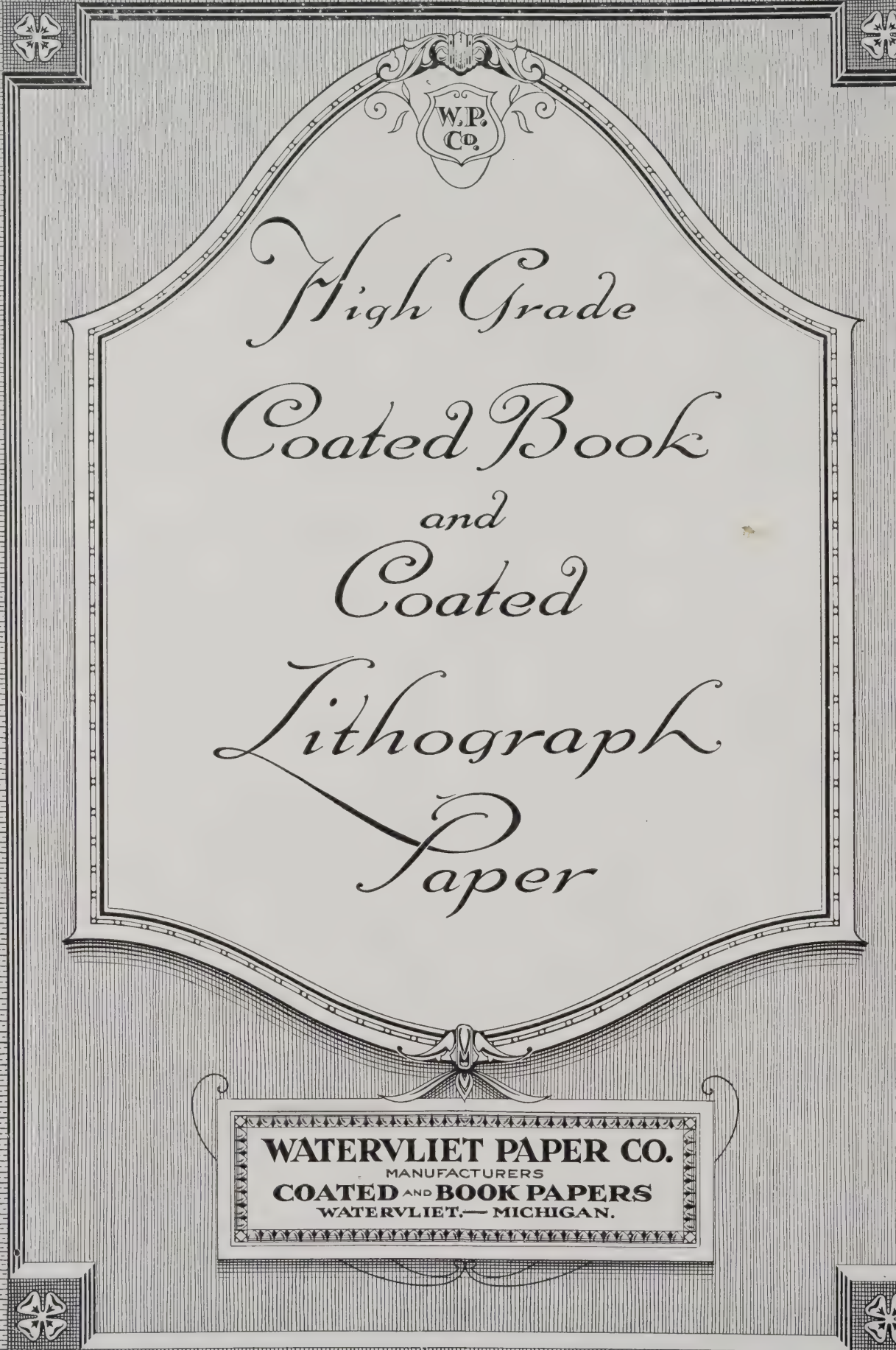
Let us figure with you on your next lot of waste.

Telephone Harrison 2840 or 5557

**Mendelson Bros. Paper Stock
Company**

General Offices 910 S. Michigan Ave.
CHICAGO, ILLINOIS

**COPYRIGHT 1920
MENDELSON BROS.**



W.P.
Co.

*High Grade
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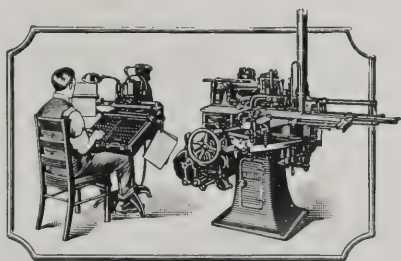
for "HIGHER QUALITY GREATER CAPACITY IMPROVED SERVICE"

Below is a reproduction of an advertisement which appeared in the Chicago daily papers in July and in the trade journals for August

THIS AD tells the story of another big step forward by a progressive concern.



THE CENTRAL TYPE-SETTING & ELECTROTYPING COMPANY, with the largest plant of its kind in the world, are adding Monotypes, because they see in them the opportunity to give their customers higher quality, greater capacity, and better service.



Central Orders Monotypes

THE service standards that we have set for our plant will not permit us to be satisfied with anything less than the most efficient facilities to be had. Therefore, we have placed an order with the Lanston Monotype Machine Company for their most complete composition and non-distribution equipment, being the largest single order ever placed with that company in this district.

This means that *your* work will receive, in our plant, the advantages of a wider range in type selection, a greater flexibility of style, a more truly satisfying production in every respect than can be obtained elsewhere.

It is but another step toward higher quality—greater capacity—improved service in the *largest trade plant in the world*, where we turn printers' copy into printing plates.

Specify "Plates furnished by
Central" and stop worrying

Central Typesetting and Electrotyping Company

Telephones: Superior 307, 308, 309, 8300

466-472 West Superior Street, Chicago

THIS AD SET AND ELECTROTYPED IN OUR PLANT

Lanston Monotype Machine Co. Philadelphia

NEW YORK, World Building
BOSTON, Wentworth Building



CHICAGO, Plymouth Building
TORONTO, Lumsden Building

Monotype Company of California, Rialto Building, SAN FRANCISCO

WE SELL
RELIABLE SECONDS
AND
DEPENDABLE JOBS
IN
PAPER AND CARDBOARD

OUR LISTS OF STOCK AND SAMPLES
ARE YOURS FOR THE ASKING

DOUGLAS WRAY PAPER CO.

PRINTERS BLDG. **CHICAGO** SHERMAN & POLK STS.

PHONES WABASH 4492-1021

Fulfilling the Promise

❑ Promises are worthless—unless backed by ability to perform.

❑ Equipment provided by unlimited resources—knowledge of the craft that enables us to move quickly with least effort—an organization of men governed by our spirit of fair dealing and progressiveness; at all times co-ordinated into one frictionless whole.

❑ Dependability of delivery, dependability of quality—these two things have resulted in pleasant business relations with our clients.



MEMBER
TRADE COMPOSITION ASSOCIATION
OF CHICAGO

STANDARD TYPESETTING COMPANY

Incorporated and under same management since 1910

701-703 South LaSalle Street, Chicago

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HIGH GRADE PAPERS



THE BERKSHIRE CO.

445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882



Ben Franklin Monthly

Vol. XVII

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SEPTEMBER 1920

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No. 12

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BEN FRANKLIN MONTHLY wishes to extend an invitation to all of its patrons to visit the headquarters of this company at the St. Louis Convention of the U. T. A. September 13, 14 and 15 and the convention of the International Trade Composition Association on September 13, 14, 15 and 16, at the Hotel Statler.

We will be glad to serve you in any way possible and the more times you call on us for service the happier we will be. You can't make us mad. Just make the attempt and see. Yours for service.

THE ED.

COD *and* HADDOCK

A FISH PEDDLER in a New England town went through the streets each week calling “Cod and Haddock, Cod and Haddock.”

One day a housewife hailed him and asked, “how much is cod?” He replied, “haven’t any cod today, mum.” “Then why are you calling out ‘cod and haddock’ if you haven’t any cod?”

“Well, mum,” said the fish peddler, “you see I jes’ wanted folks to remember that I’m the man that sells cod when I’ve got any cod to sell.”

He had the right idea about advertising. He believed in keeping people reminded about his business all the time.

PRINTERS, TAKE NOTICE! The Printers who advertise ALL THE TIME are the Printers who GET BUSINESS all the time.

Printers in forty-two states are advertising EVERY MONTH to the buyers of Printing in their localities. Some of these Printers cannot accept any more business NOW because their shops are crowded with orders.

There is no reason why any buyer of Printing should remember YOU when he has orders to place, unless you KEEP HIM REMINDED of you and the kind of Printing you are equipped to do.

But they are wise enough to realize that ONE OF THESE DAYS they will NEED MORE ORDERS—and because they are keeping the buyers of Printing “reminded” it is more than likely that they will get the business when they need it.

The Typothetae Bulletin

"When Your Price Is High"

By J. N. CLIFFORD

Have you a "Before and After Book" in your office?

No?

Then let me explain.

One of Chicago's liveliest printers showed me a scrap book recently which he had been keeping for the past six years, showing notable pieces of work his plant had turned out.

But that was not all that was shown in the book.

Opposite each completed job—usually taken from copy set up by another printer—was fixed the original copy.

The contrast in the way the original and "duplicate" had been set up was remarkable and proves a weighty argument when some customer begins to kick on prices, for instead of blindly following the copy as sent in, every effort has been made to better it, with the result that the finished product, as demonstrated in the book, is about five hundred miles ahead of the original copy.

For one example, the owner of the plant told me the following story of an actual happening last month:

A customer of many years had asked for bids on a certain job. The firm which owns the "Before and After Book" had been doing his work for years, but you know how those things go. A partner, or the purchasing agent or the credit man or office boy decides that entirely too much money is being spent and the printer is the first one to feel the blow. On a competitive basis this firm lost out because their bid was several hundred dollars "out of the way." The job was awarded another printer, but that didn't settle it by any means.

A salesman was sent around, lugging with him the "Before and After Book." After the usual preliminaries, he opened fire on the customer somewhat in this manner:

"Mr. J., we have been doing your work for a long time now. Perhaps you have forgotten some of the work we have turned out for you, it has been so

long. Anyway, I have brought over some samples which I want to show you."

Here he opened the book, and pointing to one job, said:

"This letterhead was the first job you sent us. Here is the copy, your letterhead set up by your former printer, and here is your notation on the bottom to 'follow copy.'"

"Now, here's what we gave you. Doesn't look much like we followed copy, does it? We went ahead and set the job up as we thought it should be set and then sent you a proof asking if the way we had reset it wasn't better than the original. That's what we call 'service.' Had we gone ahead and set up the copy as you wanted it set, we would have been ashamed to call around for another job.

"Instead of that, you know what happened. We got a real order out of you for fifty thousand booklets, and again, instead of setting it up as you wanted it, we improved it like this. (Here the salesman pointed to the original copy and the completed work as turned out by his firm.) You were so pleased, we have been doing your work ever since. That was because you realized that we have some of the best brains in the printing industry in our plant and that, while our price is higher, we give you something more than paper and type. We give you a job plus service in its truest sense. If you don't want 'service' any printer can do your work and it will look just that way—as though 'any' printer had done your work.

"I believe—in fact, I know from past experience, Mr. J., that that isn't the kind of work you want. I'm positive that these samples of what our concern has done for your company will convince you that our work at any price is worth the money."

Needless to say, this argument, backed by actual proof, served to convince Mr. J. that cheap printing is not always cheap, or, as one British trade journal phrases it, there is: "A higher cost of a lower price."

The Graphic Arts as Seen by Fifteen-Year Old Girl

RUTH L. HOLMES

Ruth Lillian Holmes, daughter of Pressroom Foreman Holmes, Blakely Printing Company, wrote the following essay which Secretary C. C. Means, of the Chicago Franklin-Typothetae declares contains "information which some of us at some time might be glad to have."

Long years ago, when the Babylonians and Assyrians were the most powerful people on the earth, they used seals and symbols to print with. These are the first printing instruments recorded.

The Romans were said to have known the art of printing, but they were afraid to put it into practice, as it was their thought that the knowledge would bring uprisings in their provinces.

The Chinese used to print with engraved wood blocks at least fifty years B. C., but the art was not practiced until nearly a thousand years afterward, when it was introduced at the Imperial College at Peking.

Printing by means of movable type originated in Europe between 1424 and 1450. Printing presses were installed in Rome, Venice, Florence and other parts of Europe. Two inventors, Johannes Gutenberg of Germany and Lorenz Coster of Holland contended for the honor of being the first to introduce printing in Europe. Gutenberg is believed by all to be the inventor of modern printing. Coster's work is said to have appeared about this time, but Gutenberg was the first to place the art on a successful commercial basis. He printed Mayenne, a bible, about the year 1453, a few copies of which are still in existence. William Caxton introduced the art into England and erected his press at Almoncy in Westminster in 1476.

The first printing press in America was set up in the city of Mexico in 1540; while the first one in the United States was put up at the Harvard University

at Cambridge, Massachusetts. This press printed the first edition of John Eliot's famous "Indian Bible," and was the foundation of what is now the University Press Company, one of the largest and best known printing establishments in the world.

The various processes of printing are: (1) Setting of type, or composition. (2) Arrangement of type, or imposition. (3) Impressing the type, or printing.

"Stereotype" is the name given to the plate made from a mold in exact duplication of the type. Formerly the mold was made of plaster of paris, but as this was entirely too expensive, a Frenchman, whose name was Genoux, invented the papier-mache process, which is not only a cheaper, but a far quicker method. This invention was effected in 1829.

The type is set and the form is locked; afterward, the face of the type is brushed and oiled, folds of soft paper are dampened and after being laid on the type, they are forced into every crevice by stiff brushes or "mallets," so as to get the full impression of the type. This paper is thoroughly dried and used as a mold, into which melted lead is poured.

Ordinary presses for color work generally use flat plates, but newspapers generally employ cylinder presses requiring cylindrical plates, which are made in sections.

When the color processes are going on, all the very lightest colors possible are used first. First, yellow is placed on the press, and when it is printed, then red, then blue, and then black is added. There is a row of gas lights on the machine so that when a sheet of paper is received from the rack a wave of

hot air may flow between the sheet of paper and the preceding one. This dries the wet ink, drying that of about thirty or forty sheets which are deposited on the pile in one minute. The hot wave of air dries all the ink in from one to two seconds.

One thing very essential in printing, is ink of good quality. A printing firm cannot afford to throw away money on poor inks, so it has to buy certain kinds of ink from the best ink houses, where the best service is assured.

The type is made on a machine called a Monotype, which has about six keyboards similar to that of a typewriter. On this machine is fastened a roll of paper and the keys are pressed, punching a certain kind of hole. When the copy is typed, the roll of paper is taken off the Monotype and sent to the Monotype Caster, which has a temperature of about 750 degrees. Lead is melted here in a moment. The roll of paper is put on a little projection and a puncher puts on the lead, the letter which is represented by the hole. Sometimes the machine makes a whole line of words and letters and sometimes only a single letter. There is another machine that goes through this same process without moving to the caster room process. This machine is called the "Linotype."

Education owes much to the art of printing today, as the great, powerful presses print all reading matter in the form of newspapers, magazines, books and calendars, as well as all kinds of advertising literature. Pictures painted by great artists of the past are, through this medium, brought to the people of this century.—Ruth Lillian Holmes.

How Gutenberg Invented Printing

The True Story of How Love Came to be the Source of the Graphic Arts

(Taken from an old booklet and reprinted by permission of W. P. Johnson, F. J. Koch Co., Chicago.)

Frederic Loved Bertha

Young Bertha was a belle,
And Frederic loved her well;
And often, in the sunny summer weather,
They sat upon the seat
Their happiness complete,
And lovingly they passed the time together.

Fred Cuts Bertha's Name

Upon the bench he put
An "F" and "B" well cut,
For never yet did any youngster lack knife.
There were the letters seen—
A skewered heart between.
So neatly carved by Frederic's ready jack-knife.

And Drops Color In

His carving to improve,
And gratify his love,
He thought to add a little lively color;
And cherries from the tree
He pressed, as you may see,
Until the carven lines could be no fuller.

Gutenberg, His Teacher, Came

Thither his teacher came,
Herr Gutenberg by name,

Who then was meditating his invention.
The scapegrace boy he chid,
But Frederic's work was hid
Beneath him by the part we need not mention.

The Catastrophe

To all this talk, indeed,
Young Fred gave little heed,
And thought of nothing but his carving caper;
When words gave place to blows,
The frightened boy arose,
And backwards fell upon his teacher's paper.

The First Copy

The old man stood amazed,
As at the sheet he gazed,
And stared and muttered like a man demented;
The letters printed there
Might truly make him stare,
For thus the art of printing was invented.

The New Invention

The teacher, full of joy,
Then carried off the boy—
To keep the secret in his possession.
But Bertha sobbed and sighed,
While Frederic yelled and cried,
Because they used his "form" for each "impression."

Final Arrangements Made for U. T. A. Convention

Important Amendments to Constitution to Occupy Attention of Delegates;
Groups Prepare for Sectional Meetings.

From the moment President William Green calls the 34th annual convention of the United Typothetae of America to order at St. Louis on Monday morning, September 13, until the adjournment on Wednesday night, September 15, the minutes will be crowded with events of importance to Printers, for at a time when the industry is experiencing its most successful period, it is also facing many problems which must be solved if that success is to long continue, and it is these problems which are to be solved between the sounding of the gavel for the opening and closing of the convention.

Paper, labor, legislation, prices, and methods of improving the conditions of the industry, will all have prominent places on the program, which was first announced last week and which is given on this page.

In addition to such men as President Green, Secretary Borden, Fred W. Gage, and Henry P. Porter, there has been added the names of such men as Dr. F. W. Hamilton, T. E. Donnelley, George A. Galli-

ver, president of the American Writing Paper Company, Luther C. Rogers and Arthur S. Allen, who will each have something of interest for the delegates. Several amendments to the Constitution and By-Laws, affecting the relation of the organization to labor, will also be acted upon.

Plans indicate one of the largest gatherings of printers ever held in the United States and reservations now being made show that the original estimate of sixteen hundred persons in attendance will be passed.

One feature of the convention which will aid in eliminating confusion despite the large number who will attend, will be the registration of everyone connected with the industry who steps within the doors of the Hotel Statler during the period of the convention. This registration will be under seven classifications: delegates, alternates, members at large, members of locals, guests, supplymen, secretaries and fieldmen.

Program

Monday, September 13

9:30 a. m.—

Convention called to order by President William Green.

Invocation.

Address of Welcome by the Mayor of St. Louis, Henry W. Kiel.

Address of Welcome by Harry S. Collins, vice-president of the Ben Franklin Club of St. Louis.

Response by Fred W. Gage, treasurer of the United Typothetae of America.

Reading of minutes of previous convention, General Secretary Joseph A. Borden.

Annual Address of the president of the association, William Green.

Annual Address of the chairman of the executive committee, William John Eynon, first vice-president, U. T. A.

Address, "The Time for Action," Jos. A. Borden, general secretary, U. T. A.

Address, "Typothetae, the Institution," Edward T. Miller, executive secretary, U. T. A.

Address, "Relation of Fieldmen to Members," Don V. Gerking, director department of organization.

Address, "Industrial Relations," F. A. Silcox, director department of industrial relations.

Address, "Industrial Insurance," T. R. Covey of Baltimore, Md.

Announcement, "The Open Shop Branch," A. M. Glossbrenner, chairman.

Announcement, "The Closed Shop Branch," G. F. Kalkhoff, chairman.

Announcement, "The Trade Composition Branch," E. J. McCarthy.

Appointment of Committee on Nominations.

1:00 p. m.—

Recess until 9:30 Tuesday.

Divisional Meetings

2:30 p. m.—

Joint session of local secretaries, field secretaries, organizers and cost accountants, Don V. Gerking, director of department of organization, presiding.

4:00 p. m.—

Meeting of Closed Shop Branch, G. F. Kalkhoff, chairman of branch, presiding.

8:00 p. m.—

Meeting of Open Shop Branch, A. M. Glossbrenner, chairman of branch, presiding.

Tuesday, September 14

9:30 a. m.—

Convention called to order by President William Green.

Announcements.

Report of Committee on Resolutions.

Appointment of Committee on Resolutions.

Address, "Research and Service Department," Walter R. Colton, director of department of research.

Address, "The Trade Composition Plant and the U. T. A.," F. M. Sherman, former director of trade composition department.

Address, "Helping the Printer to Help Himself," Chas. L. Estey, director department of advertising. The New Standard Accounting System, explained in detail and illustrated by stereopticon, by Prof. J. Hugh Jackson.

The Revised Standard Cost System, explained in detail and illustrated by stereopticon, by Edgar E. Nelson.

Education—Its Meaning and Value to Printers, by Henry P. Porter.

The Educational Courses. What they mean to the printer.

Address by R. P. Andrews, president National Paper Trade Association.

U. T. A. Convention Program—Continued

The New Advertising Course. Illustrated and explained.

1:30 p. m.—

Recess until 2:30 p. m.

2:30 p. m.—

Our Schools of Printing, by Dr. F. W. Hamilton.

Education for Industry, by Mr. Stuart.

What We Are Doing at Indianapolis, by T. G. McGrew.

A Sample Product, by Dan Glossbrenner.

What We Are Doing at Carnegie, by John T. Hoyle.

A Sample Product, by George Finlay.

What We Are Doing at Harvard.

A Sample Product.

New Standard Apprenticeship Course.

The U. T. A. Apprentice Program.

Apprentice Open Forum.

Wednesday, September 15

9:30 a. m.—

Convention called to order by President Green. Announcements.

Address, "Income Tax," by Luther C. Rogers of Chicago.

Address, "The Writing Paper Situation," by Geo.

A. Galliver, president, American Writing Paper Association.

Address, "The Book Paper Situation."

Address, "Educational Endowment of the U. T. A.," Albert W. Finlay, executive committeeman, first district, Boston.

Report of the Committee on Price List and the Square Inch Basis, Chairman E. L. Laxman.

Report of Committee on Process Color Inks, Arthur S. Allen, president, American Institute of Geographical Arts.

Report of Committee on Standardization of Paper, T. E. Donnelley, chairman.

Report of the Committee on Resolutions.

1:00 p. m.—

Recess until 2:30 p. m.

2:30 p. m.—

Executive session.

Election of officers.

Adjournment.

Divisional Meetings

2:30 p. m.—

Meeting of field organizers.

2:30 p. m.—

Meeting of cost accountants.

In addition to the regular business of the convention, several important amendments to the Constitution and By-Laws will be brought up for consideration and final action of the assembly. Copies of these have been mailed to all branch organizations so that they can be thoroughly studied before the convention.

The first of these changes is an amendment to the By-Laws, proposed by the Columbus Typothetae, and is as follows:

Amend Article I, Section 2, by striking out the words "that the minimum dues from any local association shall not exceed Ten Thousand Dollars (\$10,000) per year; provided, further,"

Amend Article I, Section 3, by striking out the entire section, and inserting in lieu thereof the following: "Sec. 3. The minimum dues to be paid by any individual member of a local body, or each individual firm where no local body exists shall be Eighteen Dollars (\$18.00) a year, payable to this Association quarterly in advance."

The amendments to the Constitution, By-Laws and Declaration of the U. T. A., as proposed by the Washington Typothetae, are as follows:

The Preamble to remain as is.

The Constitution to be as follows:

Article I.

Article I to remain as is.

Article II.

Article II, Sec. 1, 2, 3 and 4 to remain as is.

Omit Sec. 5 and Sec. 6.

Sec. 7 to be Sec. 5 and read:

Sec. 5. To employ competent men to install the Standard Cost Finding and Accounting Systems, as approved and amended from time to time; to secure uniformity in the application of such systems in the plants of its members; to urge their adoption in all printing plants and by all the allied industries.

Change number of Sec. 8 to Sec. 6, etc.

A new Article to be inserted as follows:

Article III.

Sec. 1. Such members as so desire may form a Division of the Association for the purpose of making contracts with labor unions, a copy of every such contract to be trans-

mitted to the Secretary of the Association for general information. This shall be known as the Closed Shop Division.

Sec. 2. Such members as so desire may form a Division of the Association to operate open or non-union shops. This shall be known as the Open Shop Division.

Sec. 3. Such members who so desire may unite in the protection of their interests in any way.

Sec. 4. At the annual convention each Division shall elect its own chairman, who shall automatically become a member of the Executive Committee and of the Executive Council.

Sec. 5. In the conduct of labor unions, the Open Shop and Closed Shop Divisions shall enjoy complete autonomy.

Sec. 6. Both the Open Shop and Closed Shop Divisions shall appoint from their Board of Governors, three members, of whom the Chairman of the Division shall be one, these six to form an Industrial Relations Committee of the Association. The creation of this Committee will enable the Open Shop and Closed Shop Divisions to co-operate, if they so desire, in labor matters of mutual interest.

Sec. 7. Each of the Divisions shall have full control of its own funds, and may levy upon its members such additional dues or assessments as it may deem necessary; but no Division shall in any way obligate the Association in any expenditure of the general funds of the Association, until and after approval by the Executive Council.

A new Article to be inserted as follows:

Article IV.

Sec. 1. Neither this Association nor any of its Divisions shall at any time attempt to regulate the entire membership in the matter of labor control, or prices of printing.

Change number of Article III to Article V, Sections 1, 2, 3, 4, 5, 6 and 7 to remain as is.

Change number of Article IV to Article VI.

Change Sec. 1 to read:

Sec. 1. The officers of this Association shall be a President, a First Vice-President, three other Vice-Presidents, a Treasurer, an Executive Committee composed of one representative from each of the districts hereinafter provided for, who shall be elected at the regular Annual Convention, and the Chairman of each Division, and an Advisory Board, composed of former Presidents.

Secs. 2, 3 and 4 to remain as is.

Change Sec. 5 to read:

Sec. 5. Immediately after the adjournment of each Annual Convention the Executive Committee shall hold a meeting and organize by the election of chairman, and shall

from its own number elect five members, of which the Chairman shall be one, who, with the President, First Vice-President, Treasurer and Chairmen of the Divisions, shall be an Executive Council for the current year. A majority of said Executive Council present at any meeting shall constitute a quorum and be empowered to transact the general business of the Association.

Change Sec. 6 to read:

Sec. 6. The Executive Council shall meet when called together by the Chairmen of the Executive Committee to consider such matters as may arise between the Annual Meetings, but there shall be at least two meetings of the Executive Committee each year. The Executive Council shall appoint the Secretaries and all other employees of the Association, fix their salaries, and define their duties; all employees shall be under the control of the Executive Council.

Sec. 7 to remain as is.

Change number of Article V to Article VII.

Change Sec. 1 to read:

Sec. 1. The regular Annual Meeting shall be held at such time and place as shall be arranged by the Executive Committee. All invitations to hold the Convention at any particular place should be addressed to the Association in writing. At least three months' notice of the Annual Meeting shall be given to all members.

Sec. 2 and 3 to remain as is.

By-Laws

Article I to remain as is.

Article II to remain as is.

Article III, Secs. 1 and 2, to remain as is.

Sec. 3 to read as follows:

Sec. 3. The duties of the Secretaries shall be as directed by the Executive Council.

Secs. 4 and 5 to remain as is.

Change Sec. 6 to read:

Sec. 6. The Executive Committee shall meet at such times and places as its Chairman may select; or a meeting shall be called at the request of three of its members. A majority of its members shall constitute a quorum.

Sec. 7 to remain as is.

Article IV to remain as is.

Article V to remain as is.

Secs. 2 and 3 to remain as is.

The Declaration of Policy

The Declaration of Policy is to precede the Constitution and By-Laws, and the reading thereof should be changed as follows:

Secretaries to Have Own Meetings

E. P. Mickel, president of the Printing Trades Secretary-Managers' Association, will make the opening address of that organization at its first session Tuesday afternoon, September 14, at 2:30. The rest of the afternoon will be taken up by the following addresses: "The Profession," by Joseph A. Borden; "The Secretary—The Man," Oliver Wroughton; "The Secretary—His Field Permanency and Asset," John C. Hill; "Medium for Keeping the Membership Informed on Current Events," Alvin S. Dunbar; "Relation of Central Office to Selling," C. C. Means; report of the secretary-treasurer, William Van Hinkle.

On Wednesday afternoon the program will be as follows: "Relation of the Local Association to Public Enterprises," J. C. Partin; "Co-operation With the United Typothetae of America," B. F. Burr; "Educational Course—How Conducted," Edw. Corman; "Extending Organization Work to Outlying Districts," G. J. Gesellschaft; "Practicability of Central Office Supervising Cost and Accounting Work in Individual Plants," discussion led by President Mickel; "The Organization as a Co-ordinator of Allied Interests," J. H. Crow.

A dinner will be held on Monday evening, September 13, at the Maryland Hotel.

Change the first paragraph to read as follows:

The purpose of this declaration of policy is to explain to its members the position of this Association upon the several subjects treated.

Omit I and II and substitute the following:

I. This Association recognizes the right of its members to conduct "Open" or "Union" or "Non-Union" offices, employing whomsoever they may deem fit in their respective establishments.

Renumber III to II so as to read:

II. This Association recognizes the right of its members to sell or to purchase from whomsoever they may see fit, without prejudice. It being understood that the laws of supply and demand, and of credit, should govern transactions of buying and selling.

Renumber IV to III to read:

III. This Association aims to secure uniform action of its members and of the Local Typothetae upon subjects of common interest, and favors united and uniform action to resist any unwarranted or unjustifiable encroachments upon the rights of its members.

Renumber V to IV to read as follows:

IV. This Association leaves to each Local Typothetae the settlement of all questions relating to its own membership, subject to the provisions of the Constitution and By-Laws of this Association.

Renumber VI to V to read as follows:

V. This Association is opposed to any agreement between its members and other organizations for the control of trade or membership.

Omit VII and in lieu thereof, insert the following:

VI. This Association advocates the use of its emblem and the imprints of its individual members on their product, whenever feasible.

Omit VIII and IX and in lieu thereof, insert the following:

VII. This Association urges that its members acquire an accurate knowledge of the complete cost of operation in every department of their plants, through the constant study and use of the U. T. A. Standard Cost Finding and Accounting Systems, that estimates may be made intelligently and with fairness to the customer, and to themselves.

VIII. This Association urges the study of its various educational courses and the hearty support of approved Technical Schools, devoted to the training of young men for positions of usefulness and responsibility in the industry, that the standards of the printing business and the proficiency of the workmen therein may be maintained on a high level.

The Code of Ethics to remain as is.

Law Printers to Convene at St. Louis

With a view to standardizing styles and studying production costs, plans are being formed for a conference of law printers during the annual convention of the United Typothetae of America at St. Louis, September 13 to 15.

The retirement from business of one of the oldest law printing concerns in the country, due in large part to the low rates being paid by lawyers for the printing of briefs, abstracts, and records, has aroused the trade to the necessity of action, and steps will be taken to bring about a greater uniformity of page sizes, type and quality of body and cover paper, in order to reduce the cost of production and avoid an increase in the selling prices in court jurisdictions where the requirements are particularly onerous.

Among those expected are Lawrence E. Smith, Smith-Grieves Typesetting Co., Kansas City; R. J. Conway, Conway Brief Printing Co., Detroit; William C. Hollister, Champlin Law Printing Co., Chicago; Edward T. Smith, St. Louis Law Printing Co.; Theodore Hawkins, Hawkins & Loomis Co., Chicago; Benjamin S. Elrod, Elrod Brothers, Omaha; Frank T. Riley, Kansas City, and H. J. Chittenden, Toledo Legal Printing Co.

Printers interested in this important branch of the industry are requested to communicate with Mr. McCarthy or Mr. Hawkins without delay.

U. T. A. Convention to Have Big Linotype Exhibit

An interesting and instructive feature of the national convention of the United Typothetae of America to be held at the Hotel Statler, St. Louis, September 13, 14 and 15, will be the big exhibit of the Mergenthaler Linotype Company.

In operation before the thousands of master book and job printers who will be in attendance at the convention will be that masterpiece of mechanism—a Model 24 Linotype.

This new Linotype was exhibited for the first time at the Waldorf-Astoria, New York City, last spring. It is built on the same general principles as the popular Model 9, and carries four main magazines with the addition of a display unit of four auxiliary magazines—making possible the setting of all sizes of composition from 5 point to extended 36 point.

It is claimed that the Model 24 enables one operator, on one machine, to compose in its entirety (delivered onto the galley, and ready for the chase), virtually any job of composition received. And the machine to be shown at the convention will carry a matrix equipment to demonstrate beyond question its ability to accommodate at one time sufficient font combinations to make it a complete job office in itself.

Scheduled to occupy a prominent place in the exhibit is a comprehensive showing of Linotype Typography.

Formally presented to the printing world for the first time at the Hotel Commodore, New York City, last September, Linotype Typography has attracted universal attention and many requests have been received by the Mergenthaler Linotype Company to exhibit similar showings of Linotype-composed specimens in various parts of this country and to introduce abroad the System of Linotype Typography.

An unusual feature of the Linotype Typography Exhibit at St. Louis will be the graphic presentation of several of the slug forms from which certain of the specimens shown were printed—with the object of making more generally known the facility with which Linotype-composed matter can be handled by the make-up man.

In attendance at the convention will be Louis A. Hornstein, manager of publicity for the makers of the Linotype; John R. Rogers, consulting engineer; Walter C. Bleloch, manager of the Chicago agency, and Fred C. Grumman and Mark Boynton of the New York agency.

Wm. E. Herbert Dies Suddenly

William E. Herbert, eldest son of the late Benjamin B. Herbert, of Ravenswood, Chicago, and associated with Benjamin S. Herbert, his brother, in the management of the Ravenswood Press, publishers of the National Printer-Journalist, died suddenly August 14th of inflammation of the heart. Mr. Herbert was seated at his desk when death occurred.

Mr. Herbert was 47 years old, having been born in Red Wing, Minnesota, October 17, 1873. He learned the printing business in his father's office at Red Wing and later associated himself with his father's publishing and printing business at Indianapolis and Chicago. He was a member of a number of fraternal orders and was a public spirited citizen whose loss is mourned by many friends in and out of the printing industry. He is survived by a wife and one daughter.

Keeping the Staff Informed

By John E. Allen

Appreciating the advisability of encouraging team work among the members of any department of a business, the manager of an important department of one of the big concerns in the United States closely affiliated with the printing industry, has put into effect a plan that is proving profitable, indeed, for the department of which he is the head.

Every day a portfolio of letter sheets is passed about to all the persons in the department. The letter sheets are the "yellow copies" of all communications that were sent out by the department the preceding day.

A few minutes of study on the part of each individual in the department usually are enough to enable him to keep in touch with most of the things that are going on in the department. Sometimes one of the readers of the contents of the portfolio comes across a matter concerning which he knows some details that will be of especial help to the writer of a certain letter in the collection, and so he proceeds to divulge the details.

The portfolio is passed about the department every working day, and every member of the staff—even the newest office boy—is given access to its contents.

The amount of time spent by the members of the department in reading the "yellow copies" each day is negligible when it is considered that all of the persons on the staff are given a working knowledge of what is being done by the individual members, and so are in a position to work in the best possible way—the way of team work.

The plan could be followed to advantage by virtually every printing concern that carries on much business by mail.

St. Paul Printers' Baseball Team Wins National Championship

At the end of the tenth game in the tenth annual tournament of the Union Printers' National Baseball League, held at St. Paul, Minn., from July 31 to August 6, the St. Paul team was declared the winner of the national championship, with the Detroit nine as runner-up.

Teams from Boston, Chicago, Cincinnati, Cleveland, Indianapolis, New York, Pittsburgh, St. Louis and Washington also participated.

The final game of the tournament was played Friday afternoon, August 6, and was largely attended by St. Paul and Minneapolis printers and their friends. In the evening a reception and dance was given at the Armory. At that time President Joseph J. Dallas of Boston presented the members of the victorious team with the Garry Hermann perpetual trophy; gold-mounted fountain pens from the Lanston Monotype Company; gold cuff links from the Mergenthaler Linotype Company; a loving cup from the Intertype Corporation, and silver watch charms from the management of the St. Francis, the headquarters hotel. In addition, the members of the Detroit team were awarded silver-mounted fountain pens, offered as the runner-up prize by the Mergenthaler Linotype Company.

Several interesting side entertainments were enjoyed by attending typographers and their ladies.

A special train was run from Chicago.

The 1921 tournament will be held in Detroit.

Chicago Printers Get Increased Wages

Employees of Chicago's printing plants last month were granted an increase of approximately ten per cent, starting August 25. This means a straight increase of \$3.00 per week for members of Bindery Women's Union No. 30; \$3.00 per week to junior members of Franklin Union No. 4; \$5.00 a week for senior members Franklin Union No. 4; \$5.00 per week to all members of Pressmen's Union No. 3; \$5.00 per week to all members of Typographical Union No. 16; two cents per thousand ems to piece-work Linotype operators; \$5.00 per week to all members of Bookbinders' and Paper Cutters' Union No. 8, and 10 per cent increase to all piece-workers of Bookbinders' and Paper Cutters' Union No. 8.

The scales of the various unions as they now stand are as follows:

Chicago Typographical Union No. 16

Journeymen

Hand composition, day work, \$51.00; hand composition, night work, \$53.40; Linotype and Monotype, day work, \$52.40; Linotype and Monotype, night work, \$54.80; machine composition, piece work, day, smaller than 8-point, per 1,000 ems, 21½¢; machine composition, piece work, day, 8-point or larger, per 1,000 ems, 26¢; machine composition, piece work, night, smaller than 8-point, per 1,000 ems, 24¢; machine composition, piece work, night, 8-point or larger, per 1,000 ems, 28¢.

Chicago Printing Pressmen's Union No. 3

Minimum for journeymen, \$52.00; three-color process work, \$55.50; one double cylinder flat bed, two color press, when not running on color process work, \$52.00; when on color process work, \$55.50; one cylinder press with Upham attachment, \$52.00; when on color process work, \$55.50; one double cylinder flat bed perfecting press, \$52.00; one double impression, 2 sheets to 1 cylinder, 1 or 2 colors, \$56.00; three patent inside blanket presses, \$52.00; one cylinder press larger than 28x42 inches, and not more than three job presses, \$52.00; two standard Auto presses, \$52.00; two Kidder ticket presses, \$52.00; two Auto presses, \$52.00; two Kelly presses, \$52.00; two Osterlind presses, \$52.00; two Stokes and Smith Automatic presses, \$52.00; two single Harris presses, \$52.00; one 2-color Harris press, \$52.00; one multi-color ticket press, \$52.00; one 2-color Kidder press (bread wrapper printing), \$54.00; one 3-color Kidder press (bread wrapper printing), \$55.50; one single roll rotary Web press, 46 inches or under, \$54.50; one double roll rotary (Web), 46 inches or under, \$57.00; one 2-roll, 96-page catalog rotary, \$63.00; second man on above, \$57.00; one 2-color single roll rotary Web, \$57.00; second man on above, \$54.00; one single roll magazine press, over 46 inches, \$57.00; one Cox Duplex, \$55.50; one Goss flat bed, \$55.50; one 2-color rotary, sheet fed, \$55.50; one 3-color rotary, sheet fed, \$58.50; one 4-color rotary, sheet fed, \$63.00; one roll, 80-page Goss rotary press, \$57.00; when running 2 colors, second man to be employed at \$54.00; one all size Scott rotary press, \$57.00; one single roll rotary press, over 57 inches, first position, \$57.00; second position, \$54.00; one 2-color Hoe rotary press, over 57 inches, first position, \$63.00; second position, \$57.00; one roll Hoe rotary magazine press with stitcher and cross feeder attachments, first position, \$63.00; second position, \$57.00; third position, when 2 folders are in use, \$54.50; foremen, from 3 to 6 cylinder presses (single), price \$56.00; foremen, 7 or more single-cylinder presses, \$58.00.

Apprentices on Rotary Presses

First apprentice, \$50.50; second apprentice, \$49.00; all other apprentices, \$48.00.

Job Presses

Three or less job presses, \$45.00; four job presses, \$46.00; five job presses, \$47.50; six job presses, \$49.00; proofers on one job press, \$47.50; one standard Auto press, \$48.00; two standard Auto presses, \$52.00; one Kidder ticket press, \$48.00; two Kidder ticket presses, \$52.00; one Aut press, \$48.00; two Auto presses, \$52.00; one Kelly press, \$48.00; two Kelly presses, \$52.00; one Osterlind press, \$48.00; two Osterlind presses, \$52.00; one Stokes and Smith automatic press, \$48.00; two Stokes and Smith automatic presses, \$52.00; one single Harris press, \$48.00; two

single Harris presses, \$52.00; one combination job press with Web attachment, \$48.00; one cylinder press not larger than 28x42, with one or three platens, \$49.00; where there are two or more job pressmen employed, the foreman (provided he has charge of more than six job presses) shall receive not less than \$52.00; \$1.00 per week additional for night work.

Franklin Union No. 4

Senior Feeders

This applies to presses 25x38 and larger. The bed measurement shall be the basis in determining the size of a press.

Job Work

Cylinder presses, \$44.00.

Newspaper Work

Cylinder presses, patent insides, \$44.00.

Folding Machines—Hand Feed

Feeder on folding machines, \$44.00; feeder and operator (one machine), \$45.00; in case the operator has charge of more than one machine, he shall receive \$1.50 in addition to the above for each machine of which he has charge.

Folding Machines—Automatic

For operating one machine, \$45.00; for operating two machines, \$47.50; for operating three machines, \$50.50.

Assistant on Folding Machine

Assistant on folding machine, \$45.00; joggers, \$45.00; stock cutters (on flat machines), \$45.50; stock cutter in charge of stock and cutting machines, \$49.00.

Assistants on Rotary Presses, Two-roll Cottrell, 96-page Rotary Presses

Tension men, \$48.00; oiler or utility assistant, \$46.50; any two-deck rotary machine using one or two rolls with insert attachments—assistants, \$46.00.

Single Rotary Presses

Assistants on single rotary presses, \$45.00; assistants on automatic or sheet fed rotary presses, \$45.00; assistants on Cox Duplex, Comet and Goss flat bed, \$45.00.

McKee Four-Color Presses

Two assistants, \$46.50; operator on McKee's separating machine, \$46.50.

Junior Feeders

This applies to presses smaller than 25x38. Cylinder presses, \$29.00; platen presses, \$27.50; Colt's Armory and Universal presses, \$28.00; assistant on platen presses, \$32.00. \$1.50 per week additional for night work.

Bookbinders' and Paper Cutters' Union No. 8

Edition Binders

Forwarders, \$46.50; finishers, \$46.50; paper cutter (operator), \$46.00; night work, \$1.00 extra.

Blank Book Binders

Forwarder, \$47.25; finisher, \$47.25; paper cutter (operator), \$47.25.

Bindery Women's Union No. 30

Forewomen, \$28.00; journeymen, \$23.50; table workers, \$23.50.

Union Earnings Increase 40 Per Cent in Year

Earnings of members of the International Typographical Union increased 40 per cent last year over the previous year, according to a report of Treasurer Hays, given at the I. T. U. convention in Albany last month. The total earnings of the 74,719 members was \$32,130,091. The total assets of the union are \$1,986,903.50.

An amendment to the law providing compensation for members who perform service for the union was changed so that in the future those who do this work will receive \$10 a day instead of \$6.

An amendment providing for the regulation of initiation fees to \$3 for candidates for membership who are twenty-five years old; \$5 for those between twenty-five and thirty-five, \$10 for those between thirty-five and forty-five, and \$20 for those who are over forty-five was adopted.

The monthly per capita tax was changed from 45 to 55 cents, and this will change the per capita contribution to the printers' home from 20 to 30 cents.

The next convention will be held in Quebec.

Ink Distribution on Platen Presses

By "GENE" TURNER

FOR many years ink distribution on platen presses—or the lack of it, has been the cause of more study, invention and experiment than any other problem the printer has contended with. At least seven out of ten pressmen have each some idea that, to his mind, will improve his work along this line and many of these ideas go to the Patent Office—all of them good in the hands of the creator. Very few come into universal use, however, because the average pressman is slow to take up with a new device unless he has been convinced of its merits by demonstration or analysis; he usually does not care to "experiment" with the other fellow's contrivance.

I have for years been studying this problem as a pressman, as a mechanical engineer and as a "side line observer." As an observer I have learned much. I have seen pressmen perform miracles, but have also seen other pressmen butcher, abuse and condemn devices which I knew would give perfect results with proper manipulation. Therefore, I have prepared this article with a view of being helpful. In it I have made suggestions for experiments that will prove my assertions and form a basis for analysis of any device that may be offered for your consideration. Of a necessity I will speak specifically of several devices. This may be considered advertising talk or knocking, but it is not so intended. This article would not be complete without an analysis of some of these and I shall be glad of any criticism based on mechanical principles or proof that there are exceptions to the rules laid down here.

Now let us get together and study this problem.

First, it must be remembered that there are fixed natural laws of leverage and gravity which were made with the creation of the world and have never been changed.

"You cannot make a big wheel and a little wheel cover the same surface in one revolution." This is the scientific and mechanical answer to the whole problem of ink distribution which I shall endeavor to prove by example and illustration.

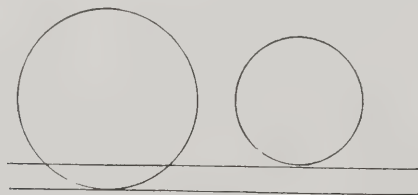


FIG. 1

Here we have an old wagon gear, the front wheels of which are two feet in diameter or six feet in circumference and the rear wheels three feet in diameter or nine feet in circumference—figure 1. (As a matter of fact the circumference of a circle is three and a fraction times the diameter, but it will answer our purpose just as well to ignore the fraction.) In a lateral movement of eighteen feet the front wheels have revolved three times and the rear wheels but twice, perfect revolutions, no friction or drag. Raise the roadbed under the front wheels six inches—figure 2, and you will not have changed the result one particle.

Connect these wheels with a drum or cylinder, resting on both, raise them off the ground and very

little power applied to the drum will turn them in perfect revolution—figure 3. But if they are placed on the ground—figure 4, it would be almost impossible to turn them by power applied to the drum;

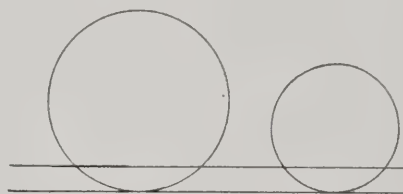


FIG. 2

instead, it would have to be applied as a pulling motion on the axles of the wheels. Assuming the wheels and drum to have true surfaces and connected by even contact there will be no drag or slide, but if the drum is forced by pressure against the wheels there will be increased friction, resulting in slip and drag.

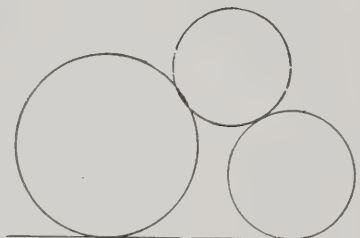


FIG. 3

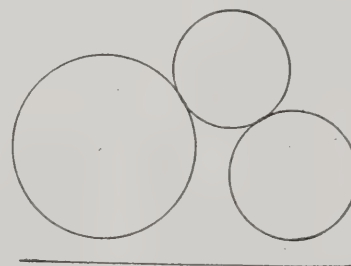


FIG. 4

Or, if you place the little wheels and the big wheels on the same shaft and raise the roadbed six inches so that both wheels are on the roadbed—figure 5, you will have a drag of anywhere from three to six feet in an eighteen foot lateral movement.

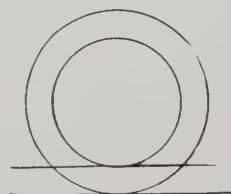


FIG. 5

With a platen press it is different. A truck, sometimes called gudgeon or, erroneously, bearer, is placed on the roller core and held against the track by the more or less strong spring in the side arm. The track is usually made about 1-32 of an inch lower than type high. This is mechanically wrong, but serves the purpose, at the cost of a few rollers, in nearly all cases and can be corrected with cardboard on a fine job. If the truck is exactly the same

diameter as the roller, this defect in the press works no harm to the ordinary job, although the surface of the roller is indented and the deposit of ink is greater on the edges of the type than in the center—figure 6. Prove this. Put very little ink on the press, lock up a 12 or 18 point boldface letter and pull an impression; now build up the track with cardboard until exactly type high and pull another impression; compare these impressions under the magnifying glass. To overcome this the usual practice is to lock a type high wood or metal strip or bearer in the form at each end next to the chase but, if the roller is new and elastic, the springs will pull it down into this bearer until the truck rides on the track and consequently the roller wears and tears on the ends.

The roller maker usually makes rollers $\frac{1}{8}$ of an inch oversize to allow for shrinkage, particularly summer rollers. We now have "some" complication: New, elastic rollers, $\frac{1}{8}$ of an inch larger than the truck, and the tracks 1-32 of an inch lower than the form. True, the press builder furnishes two or three sizes of trucks but how little attention is paid to the use of the right size (sometimes a different size on either end). We not only have the indentation problem intensified but have in addition hitched up a big wheel and a little wheel together on the same shaft. Can you make these run at the same speed? Try it.

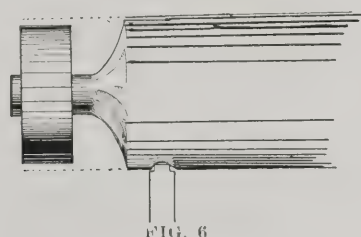


FIG. 6

In figure 7 the roller is $\frac{1}{8}$ of an inch larger in diameter or $\frac{3}{8}$ of an inch larger in circumference than the truck. Therefore it will travel $\frac{3}{8}$ of an inch farther on the form in one revolution than the truck will on the track and, as the two are fastened together with slot and pin, one or the other has to drag that $\frac{3}{8}$ of an inch. If you raise the roller out of the form by placing cards on the track you will increase the pressure of the springs on the trucks so they will hold and the roller will drag, wiping the grease of the ink on the form instead of rolling the pigment on—then "what's the matter with that ink?" Make the truck and the roller the same size, then raise the track to type high and you will secure a clean, sharp impression, dense in color, with very much less ink, less make-ready and less offset.

Some of the things done by pressmen: Knocking pins off roller cores and using bearers in form to turn the rollers. This causes rollers to drive themselves against the friction of cores in the saddles, stopping and starting with a jerk as they leave or strike the bearer, dragging and stretching the composition until it finally tears or opens up in pin holes.

Using bearers in forms and wrapping tape on ends of rollers to keep them from tearing—figure 8. This makes the rollers larger on the ends so that smaller trucks must be used to allow them to be pulled down far enough to touch the type. The ends are saved, but how about the drag in the center?

Using smaller truck on one end—figure 9. This is carelessness, which wears tracks, cores and sad-

dles and causes ink to work to high side of roller. Same result from using worn trucks that are small or wobble on the core.

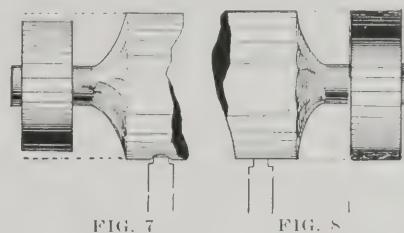


FIG. 7

FIG. 8

Building up tracks when rollers are larger than trucks—figure 10 A, wrong, or wrapping friction tape on the trucks to accomplish the same purpose—figure 10 B, right.

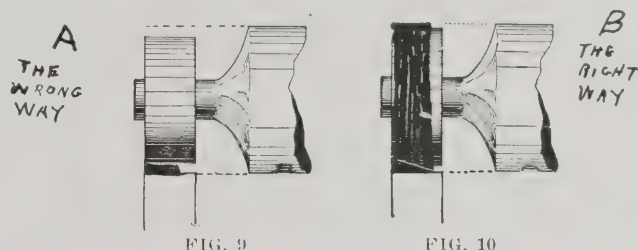


FIG. 9

FIG. 10

This problem of slip and drag has been the cause of a number of inventions, five of them to my knowledge being on the track-elevating principle—illustrated in figure 5. Their only function can be to correct worn tracks or bring them to type high levels. Roller trucks have been made of fiber with reversible faces, giving one adjustment of diameters, and the other trucks have been made with cork and rubber centers of a fixed diameter.

Several experiments have been made with expansion facilities but nearly all of these have fallen by the wayside because of the complications in make-up that made them expensive and not durable. There is one, however, which has seemed to meet all requirements and is consequently in pretty general use. In principle it is a heavy rubber tire that is expanded by the pressure of a cone-shaped washer and nut.

I have given considerable time to the investigation of this device and have secured opinions from more than a thousand pressmen. Naturally, I have found some kickers and have therefore made a list of the complaints as well as the real analysis of these.

"Rubbers wear out." Something has to wear out. It is cheaper to wear out rubbers than the press tracks or rollers, but the rubbers will last from six months to two years.

"Hard to wash up at night because the rollers will not turn." The chief objection. Track friction is what is desired during the day and it is a very quick and easy matter to slip a piece of wood furniture under the saddles while washing up.

"The nuts come loose while running." Never, if correctly adjusted, if the pins are on the roller cores and if one drop of oil is placed twice daily in the oil holes of the saddles.

"Too much trouble to be adjusting all the time." That is what they are for—to equalize diameters and give the proper friction so that the rollers will roll the form instead of wiping it. The tendency of the rubber to hold to the track is just what is needed and the time required to properly adjust them for a week is less than five per cent of the time required for makeshifts, such as cardboard on tracks, resin and

the like, not to speak of the saving in make-ready effected through a proper inking of the form.

"Gasoline and oil will rot the rubbers." Gasoline will be wiped off by the careful workman and there is no reason nor excuse for a drop of oil getting anywhere near them, as oil is only used to lubricate the cores under the saddles, through the oil holes in the saddles and one drop twice daily is better than two drops once daily.

Let me talk in the words of one job press foreman who is an enthusiast on the subject:

"I have those rubber trucks on all my presses and they are the greatest help of any press accessory I have ever seen, but I have to use them right. I run five C. & P. presses, and every morning before start-

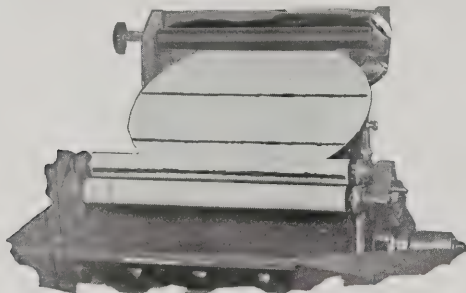


FIG. 11

ing up I go down the line with my brass straight edge and wrench; I lay the straight edge across the truck and the end of the roller, and if they are not level I turn the nut up or down as the case requires, just seeing daylight under the roller to allow for the slight elasticity of the rubber. If I have had a serious shrinkage over night I go back to that press about ten o'clock and test it to see if the roller has come back, giving adjustment if necessary. Naturally, in changing a roller I test for diameters but I do not have to change a roller very often, as they are all alike, never get cut and never run down because I eliminate the friction on the roller and secure a perfect revolution. I see that my men oil the press twice daily with but little oil—and that in the oil holes, which I insist must be kept cleaned out, and I see that they are. I have no trouble in this respect and my men stay with me.

I have worn out rubbers in from six to nine months and have figured up that with a set of rubbers lasting six months it has cost me three cents a week to eliminate all my inking worries. There is a lot to that 'inking worries.' I find that if I just touch the type with a perfect rolling motion I can use far less ink and get a dense, clean, sharp impression where I formerly frequently had a greasy looking job that no amount of make-ready or roller changing would overcome. I think it is the ideal device for the purpose and, if the press maker would only make his tracks within say one-hundredth of type high, we could turn out job press work that would make our present efforts look like those of the days of Franklin."

Surface covering is the next problem we have to wrestle with and it will be noted as we progress in our analysis that equalization of diameters is a most important if not a vital factor. We will remember that three and a fraction times the diameter equals the circumference and that we can drop the fraction in our analysis without changing the principles involved.

Place a twelve-inch block in a 12x18 press. You will note that when you have made one revolution

of the roller, which is two inches in diameter, on six inches of surface you have practically no ink left for the final six inches. According to this figuring, a four-inch roller would be necessary to cover twelve inches of surface, which, of course, is a practical impossibility.

How then shall we overcome this? First, let us dispose of one point. A multiplicity of distributing and fountain rollers as in the Universal type of press, moving brayers, overhanging fountains, etc., will grind up the ink and lay it on the form roller, but cannot aid that roller in covering a surface greater than its circumference. To overcome this defect two types of return supply sources have been tried out: A shield or distributing roller at the bottom of the roller travel and the trip truck for the third roller. Neither of these devices have been adopted to any considerable extent as it was found they produced an overlap at the end of the circumference travel, each way. Let us again consider chase capacity of a 12x18 press. The rollers travel six inches down, then continue the second six inches with less ink, on the return, having less ink than the upper six inches of the form they will take some of that off, thereby, in a measure, equalizing the lay. But if we use a bottom device or trip and start up with a fresh supply we will deposit a new layer for six inches and then take off some of the upper six inches, so that the bottom of the form is more heavily inked and the meeting place of the top and bottom supply can be seen on the sheet. I should have said long ago that correct inking of the form is to deposit the least possible amount of ink to give the desired appearance so, with this in mind, let us prove these statements with very little ink and the magnifying glass.

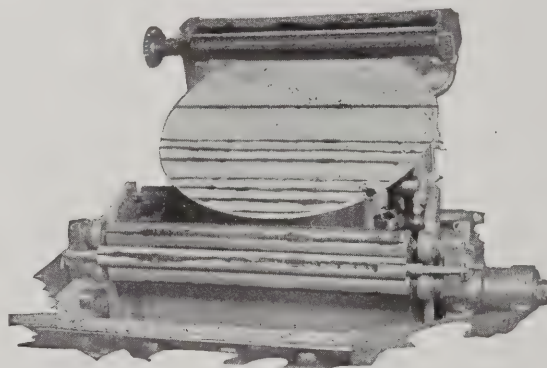


FIG. 12

It is a very easy matter for you to make any of the following experiments, proving that we cannot ignore nature's fixed, unalterable laws: Place in the press either one, two or three rollers, which all must be of equal diameter. Lock a solid printing surface the width of the chase, up and down—a piece of four-pica wood rule will do fine; lock the ink plate so it will not turn. Now place a hairline of ink on ink-plate crosswise, lengthwise of roller, and make one complete round trip of press; you will note that your rollers have tracked perfectly on the return and the ink line on the rollers will register with the ink line on the plate. If you have small, medium and large roller trucks take one pair of each and rollers which exactly match them in diameter; try the same experiment and you will find you have increased your distribution, in that the marks of one roller overlap those of the other. If you are using a long fountain and a heavy form that catches a streak put a small roller in back, equipped with large trucks so that it will not hit the form at all, and this roller will act as

a brayer, breaking up the ink on the plate so that the other two rollers will get in on the next impression. These experiments have demonstrated that you can use rollers of different diameters to good effect on light or small forms if you have been careful to equalize roller and truck and have not tried to hitch them together with a distributing roller.

The following illustrations explain increased distribution by the aid of a $1\frac{1}{4}$ inch distributor, properly hung to give even contact on both rollers. The first picture—figure 11, shows a 10x15 C. & P. press with two rollers and long fountain, press washed clean and ink on the fountain roller. Starting from the fountain the first streak comes about $4\frac{1}{2}$ inches down the plate and the second streak about $5\frac{1}{4}$ inches farther down, the third streak just missing the plate. Thus we get two streaks on the plate, one on the back roller and none on the front roller.

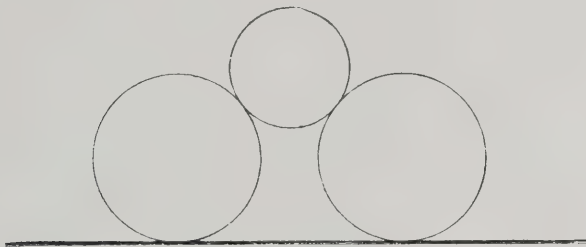


FIG. 13

The second picture—figure 12, shows that with the distributor we get the first streak in the same place but between there and the bottom of plate we get seven more streaks while the distributor has been transferring back and forth between back and front roller until we have five streaks on the back roller, three on the distributor and four on the front roller, a total of twenty, or seven times the distribution in the short distance from the fountain to the bend or "horn" of the track. This continues to multiply until in one round trip of the press the distribution is increased forty times or more.

Two things should be noted here. First, a third roller will be a detriment to this distribution in that it gets none of the new supply, tracks on itself and travels last over the form taking off some of the ink that the others have put on. A third roller should never be used with a distributor. Second, distributing rollers riding on top of a roller break up the ink on that roller but do not transfer the fountain supply to the front rollers so these are always one impression behind the back roller.

It is mechanically impossible for an interlying distributor to fail to give many times better or multiplied distribution if installed and adjusted right. There are two positive and arbitrary rules which must be followed in the use of a distributor. Form rollers and their trucks must be of equal diameter and the distributor must be set true with equal contact—not pressure, on each roller. But you can place two rollers of different diameters in press, set the distributor as instructed and secure an overlapping result that will be beneficial.

Such a distributor as we have been discussing will, however, not overcome an unequal supply of ink from the fountain and will therefore streak up and down, so to this distributor we must give a lateral or sidewise motion which will carry the ink right and left. Such a device is known as a vibrator and this we will call it hereafter. There are two distinct types

of vibrators, the direct or gear driven and the friction driven.

Of the first there is only one on the market, it being covered by a basic patent, while the name of the second is legion. Examining the first we find that, being geared to the press, it obtains a positive motion without slip but that it is necessary to use heavy springs to keep the gears in mesh traveling over the horn. This is rather hard on rollers and tracks unless the pressman has been very careful to equalize all diameters and set the rollers to a nicety. We also note that this vibrator travels from left to right on the downward motion and reverse on the upward motion; this has a tendency to carry the ink to the right and the form obtains more ink in the upper right hand than in the lower left hand. Many pressmen prefer the small type of fountain for this reason or to graduate the supply from nothing at the right to the desired quantity at left on a long fountain.

There is really much to be said in favor of the overhang fountain and swinging brayer as giving the best plate distribution of the fountain supply and more quickly laying it on both form rollers which will almost double the already forty times increased distribution of a vibrator, and I am pretty sure that this type of fountain can be set far enough above the plate to clear almost any vibrator. Careful comparisons have shown that the oscillating form of vibrator with a throw of $\frac{3}{8}$ to $\frac{5}{8}$ of an inch is more effective than the long throw as it moves to and fro several times and therefore constantly moves the surplus ink from untouched parts as well as resupplies the roller as it passes to the second revolution. Lock some letters in a vertical row, thirty-seven picas apart, in a 12x18 chase and pull a few impressions,

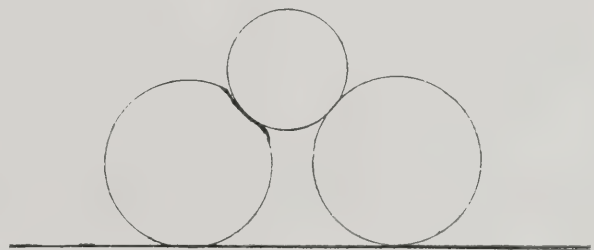


FIG. 14

using very little ink; you will note that the second letter gets half or less ink than the top letter, while if an oscillating type of vibrator is used, the contact spot on the roller will have been resupplied. If you will try this experiment with a row of letters at each end of the chase, using a vibrator with a one-way throw, the advantage of an oscillating type of vibrator will be very clearly demonstrated.

But it must be borne in mind and emphasized that perfection in ink distribution means as little ink as will properly cover the form and that these experiments will prove nothing unless made with a minimum amount of ink and examined with a glass. I might go even farther and say use but just a trace of ink so that all the fault and corrections will be plainly shown. They will not show in these experiments if too much ink is used, although the effects can be seen in the finished products by comparison.

A vibrator should be adjustable two ways, so that it can be perfectly seated between the rollers with equal contact, because if the pressure is greater on one end it will have a tendency to push the ink to the lighter end. These should be positive screw

Continued on page 55

Satisfied Printers Boost Our Plant

Printers who have given us the once over say we operate the best-equipped Monotype and Linotype makeup plant in this town

Satisfied employes working under ideal conditions will turn out a better grade of work than those laboring under adverse conditions

OUR ESTIMATING CHART
IS A ONE-LINE SPECIMEN
AND WILL COME HANDY
TO EVERY PRINTER WHO
CASTS UP MACHINE COPY

SUPERIOR

TYPESETTING COMPANY

732 Federal Street, Seventh Floor

Telephones: Harrison 2755-2756

How An Appraisal of Your Plant Will Aid Your Business

By ALBERT B. GIMLIN, Printers' Appraisal Agency, Inc., Chicago

The appraisal in general commercial lines has long been a recognized part of good business. Its the late Jacob P. Hager, of Chicago, was the pioneer, extension to the printing industry is more recent, and making the first inventories and appraisals for printers some fifteen years ago and by persistent hard work building up a clientele of successful printing plants, confining his operation to Chicago alone.

The appraisal today is an important factor in the successful management of any printing plant, be it large or small.

Without its itemized statement of your physical property and the definite knowledge of values which it gives you, it is impossible to figure accurately in connection with many transactions that are an integral part of your business.

You can guess—you can allow what you may call a margin of safety—but in practically every case the figures will be inaccurate and generally will be a source of ultimate loss to you.

In Case of Fire

It took many years to build Rome—but it burned over night. Fire is an ever-present danger. When you lock up your plant at night you can never be sure that it will be there in the morning. For this reason every printer does, or should, fully insure his plant.

But how can you secure adequate financial protection unless you know the exact value of what you are protecting?

It is in the matter of adjustment in the event of a fire that the chief difficulty arises. In the absence of definite proof, how can you substantiate the exact amount of your loss?

The periodical appraisal and inventory covering general equipment, depreciation (and, in these strenuous times, appreciation) and additions afford a complete index to plant values. You can secure the correct insurance without undervaluation, or overvaluation and consequent larger premiums. Fortified with an appraisal made by a disinterested and recognized authority, you are in a position to prove your loss to the last dollar.

In the past year we have made appraisals for many new clients and have invariably found them under-insured, and, in some extreme cases, they would not have collected 40 cents on the dollar of loss.

The modern printing plant operates upon a comparatively narrow margin of profit. It takes but little to shift the balance between expense and profit to the wrong side of the ledger.

And For a Cost System

Most printing plants have or are installing a Cost System. How can you arrive at a correct basis of figuring without a clear knowledge of the value and depreciation of your equipment? An expert appraisal of your plant is absolutely necessary as the

first step in the establishment of a profit-producing cost system. And to maintain the effectiveness of your cost system the inventory and appraisal should be made at regular intervals.

It is important to printers who are installing or are now operating the Standard Cost System of The United Typothetae of America to have the appraising done by a firm that understands this important work. The departmentalizing of your plant requires special knowledge and training and cannot be done by any one not understanding the fundamental principles of cost work—and the Standard Cost System in particular.

No one should attempt work for which they are not fitted and the printer who employs inexperienced people for the important work of departmentalizing his plant to harmonize with the 9-H sheet will be arriving at false costs. You would not put your stenographer at "sticking type," neither would you put your "devil" at writing your letters. Why not use the same sound judgment in selecting an appraiser?

The important educational work of the United Typothetae of America has been the salvation of the printing business. Every printer in this broad land has profited by its teachings, although he may not be paying his just dues—he profits by the general uplift in his community.

A cost system is the foundation of a successful, profitable business, and the appraisal is the foundation of a successful cost system.

When Credit Is Wanted

Few businesses can be operated without an occasional extension of credit or the securing of bank loans. The printing business is no exception to this business rule.

A creditor is more than likely to be cautious. As a matter of self-protection he will undervalue your assets as represented by your plant. This limits your credit and may prove a serious handicap to your business. It is the same with the bank.

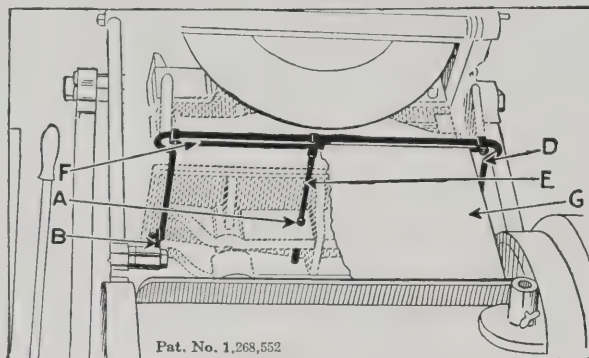
You can easily see the advantage of being able at such times to offer a recent inventory and appraisal of your plant, showing its exact and unquestioned value.

You may find it suddenly to your interest to sell your plant or to combine it with another. The principals in such a transaction should be ready to give correct information about the business. The delay incident to securing an appraisal before the deal can be closed will often be instrumental in preventing it entirely.

These are the outstanding advantages of printing plant appraisals. Such an appraisal, however, has numerous other favorable features which may be of service to you at any time.

As well try to do business without any books at all as to have incorrect records in those books. The appraisal is the very foundation of sound accounting and a profitable business.

The "GENE" TURNER Safety Guard



Has no working mechanism; cannot get out of order, weaken or break; does not have to be oiled or inspected; can be installed by anyone who can drill a hole.

Approved and listed by State and Insurance Authorities

for C. & P. Presses Only

\$15.00 any size

Guaranteed Indefinitely Perpetual Safety

The Vest Pocket Catalogue free on request. Have you a Cleveland Folder? Model A or B? *TELL ME.*

"GENE" TURNER

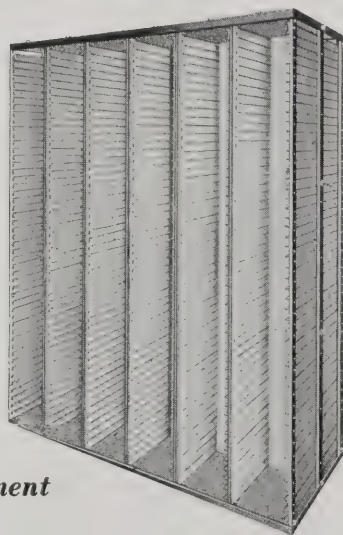
30 Euclid Arcade

Cleveland, Ohio

CONSERVE FLOOR SPACE

and Save Steps

This steel galley cabinet occupies 27x59 inches and holds 600 galleys 9x13.



Just the Cabinet for the Catalog Department

We Build Storage Cabinets to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

You Know All This, But—

The need for superior executive ability was never greater than it is to-day. In the mechanical departments of all branches of the printing industry the cost of labor has reached a figure that makes its placing and handling worthy of unusually careful study. There's a great difference in men and unless the individual qualities are known—the tastes and fitness for work—you will put some round pegs in square holes. How can you expect men to do work well when it is not their forte and is possibly distasteful?

The commercial houses now may readily command the best workmen to be had, since the compositors' scales in the newspaper and job plants are so nearly together. Coincident with this the demand is so strong that it takes up the entire surplus, inferior included, making it essential that all reasonable measures be adopted to prevent employees becoming dissatisfied and seeking work elsewhere. That's where one test comes of a foreman's fitness to hold his position, assuming that higher executives are also capable and give him the right kind of support. He doesn't get it when nothing but complaints are dealt out, along with a persistent cry for more product.

Dissension always proves a serious drawback. When two men are so antagonistic they can't work together on the same job, the plant becomes too small to hold both of them. Avoidance of such quarrels isn't always possible. The likelihood of such developments shows how necessary it is to understand individual peculiarities and to keep watch against friction between jarring natures.

Remember that you mustn't try to drive a thoroughbred in the same way you would a common draft horse. The spur must not be felt offensively; it is so much better that hustling comes from good will.

Any scheme aiming to fool the workman has failure written on it in the end. To mark every job "Rush" is like frequently crying "Wolf" when there isn't any. Give the time a job is wanted and when it is understood there is no reservation about it the work will be done or an explanation why it isn't. No promise should be made without reasonable prospect of fulfillment, and there ought not to be hesitation in consulting the foreman, where there is doubt, before telling the customer when work will be ready.

Cost system study has abolished much of the folly formerly conspicuous in competition and substituted a great deal of co-operative effort on wise measures. Can genuine co-operation be extended through all departments in every printing house—from the man at the very top down to the errand boy? Numerous industries are trying all kinds of plans with the hope of gaining absolute loyalty. Some have serious defects, doubtlessly; but while perfection is impossible to human beings, whatever tends in that direction is deserving of hearty encouragement.

**HAMMERMILL
BOND**
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

No. 16 Erects Memorial to Soldier Dead

Fifteen members and apprentices of Chicago Typographical Union No. 16, who gave up their lives during the world war, will be honored on Sunday afternoon, September 12, when a bronze memorial tablet will be dedicated at Elmwood cemetery.

Ex-service men of the union will attend in a body, a preliminary organization having been perfected at K. of P. hall, 180 West Washington street, on Friday evening, August 20.

Those from the union who gave up their lives for their country were Roy J. Broderson, Frank Devaney, Emil Kummer, Francis B. Laramie, Gerald D. Martin, Felix W. McGlone, Frank T. McNally, George F. Miller, Paul R. Motzny, W. H. Niemann, Robert G. Smith, Thomas F. Stanek, Joseph J. Witzel, and Apprentices Frank B. Swift and William Zalabak.

Delegates to the convention of the International Typographical Union in Albany last month rejected the proposition to declare void all contracts with employers who join open shop associations. Delegate Bading, of Dallas, was responsible for the resolution which was defeated.

More than 3,000 delegates were in attendance at the convention. One of the principal speakers was Governor Smith, of New York state.

The annual convention of the Direct Mail Advertising Association will be held in Detroit on October 27, 28 and 29. The Adcraft Club of that city is in charge of the arrangements.

Electrotyping Stereotypes

An improved stereotyping process is to be introduced into this country by a Swiss company, it is announced. The method is described as having a powerful machine, pressing the moist matrix into the face of the form, the moisture being drawn out while the matrix is under pressure. The stereotype is coated with copper and a harder metal, by the process. Two minutes in the copper bath and twenty to thirty minutes in the hardening bath will make the plates good for over a hundred thousand impressions. Four-color and vignetted halftones printed from such plates, are exhibited as samples of results. Chicago electrotypers whose attention was called to the process, were not at all disturbed at the prospect.

Another invention affecting stereotyping is a patent applied for by Charles H. Trapp, a Topeka printer. In molding stereotypes it makes a depression instead of raised letters, like a die or a plate from which a calling card is engraved. This does away with the use of metal, by printing from paper on paper. A saving of thirteen minutes is claimed in getting out a metropolitan newspaper.

Government Positions Open

The United States Civil Service Commission announces that it has positions open for Hand Compositors, Machine Compositors, a Bookbinder, Pressman, Electrotpe Finisher, Electrotpe Molder, and Stereotyper, in the Government Printing Office at Washington, D. C. The rate of pay is 75 cents an hour and the positions are to be filled by examination, preference being given to ex-service men.



The Ludlow Typograph Display Composition—8 to 60 point without any changewhat-ever of machine, mold or liners.

THE NET EXPERIENCE of users—employers as well as employees—proves conclusively that the Ludlow is the easiest and most economical system of display composition in the world. To those in doubt some interesting “FACTS” are available for the asking.

Ludlow Typograph Company

General Office and Factory, 2032 Clybourn Ave., CHICAGO
Eastern Office, 606 World Building, NEW YORK

THE LUDLOW

A Complete System for **DISPLAY** *Composition*

All Display in this Advertisement is Set in Ludlow Typefaces—Note Full-Kerning Italics

A Nation Wide Service for Advertisers and Printers

*Making your paper purchases
a more profitable investment*



THE most comprehensive paper service ever established has been inaugurated simultaneously in all of our branches clearing through headquarters in Chicago. It is for the firm who issues or prints advertising literature ranging from the smallest booklet up to catalogues the size of Montgomery Ward or Sears, Roebuck.

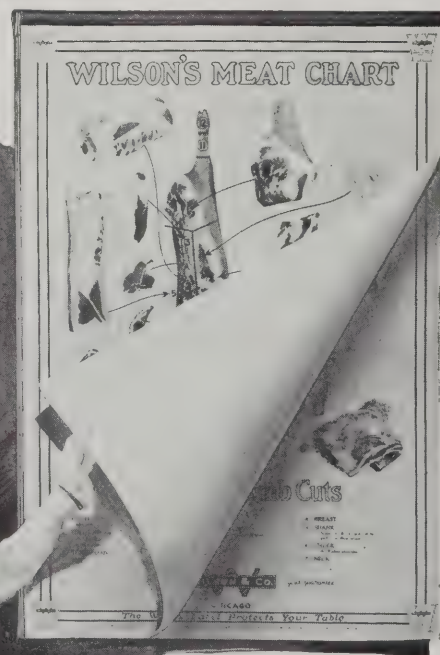
It covers the selection and use of the cheapest grades to paper and cover stock De Luxe, and every size and weight known to the paper business.

From folders to broadsides and from phantom weights to bristols as heavy as lumber, your every need is covered, as well as papers for every process of reproduction that will reproduce merchandise, products, or service, in a manner second only to the original.

The publisher will find our manufacturing service covers every grade of magazine book, from the cheapest to the best, any finish, any quality, any tonnage. Books, magazines, publications, each have a mission which is enhanced or retarded by the paper used.

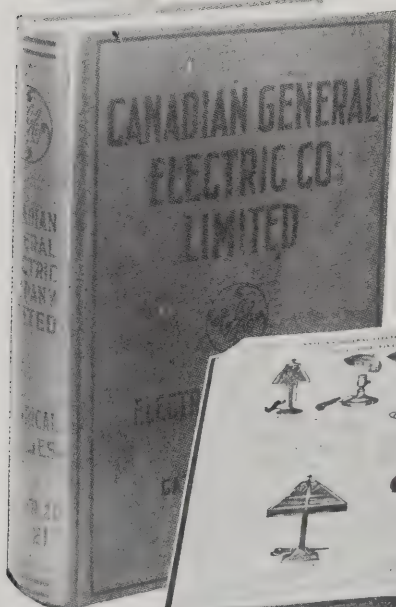
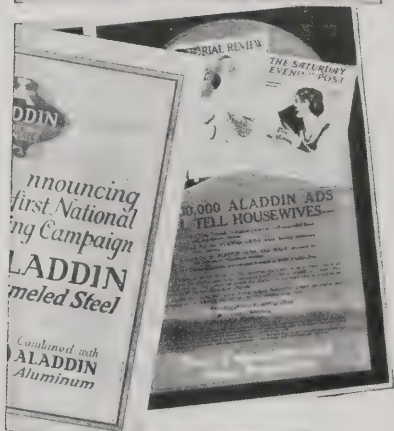
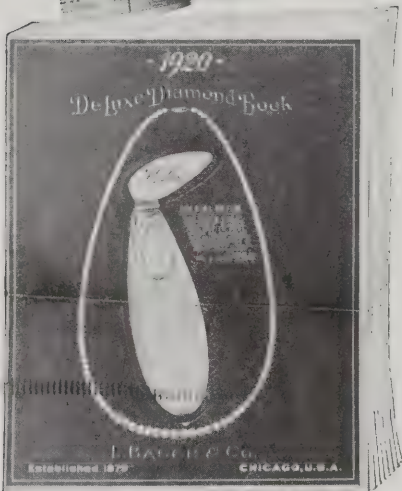
SEAMAN SERVICE PAPERS

"For every printing need"



Seaman Paper Co.

1174, 208 South La Salle Street
Chicago



The Printing of Music

By Robert Berton

Fifty years before Columbus convinced Queen Isabella that America was waiting to be discovered, printing with movable type was begun by one of four contestants for that honor, whose names are too long and irksome to remember. After that, movable type was used in printing literature and music.

In 1459, one publisher of music was indicating melodies by placing stave lines in the proper positions on the staves, but without the notes—his idea being that each user could pen in the notes to suit his or her (mostly his, no doubt) own taste.

I saw a piece of music the other day, published in 1473, in which the melody was marked by square black blocks arranged in succession on the proper staff lines and spaces. These notes had no stave lines. The publication had never come into the possession of anyone who cared to complete the notes by inking in the staves.

If you want to know what the tenor in Queen Isabella's quartette contended with, take a song like "The Rosary" and write it out in black squares with no dissimilarities to indicate its rhythm, and see how effectively you lose a very majestic body.

Long after type printed literature was on its first laps to the present age of enormous editions, type printed music was still trying to gird its loins.

So Thomas Cross shot his business forward with a bound, when in 1683 he began to print music from engraved plates. Incidentally, he revolutionized England's music publishing trade.

A printer of books who fraternized with Columbus back in the old country, would have been quite

at home in the shop where Benjamin Franklin started to work, over three centuries later. But a music printer of the same period would have fidgeted with embarrassment if put to it in the workshop of this fellow Cross, who died a century and a half before Franklin.

Since Cross, the greatest bulk of music has been printed by the process of engraving.

Folding Machine Co. Forges Ahead

The Cleveland Folding Machine Company is finding plenty of business to keep its recently enlarged plant busy. The company has moved its manufacturing department to East Sixty-third street, Cleveland, where it has erected its own building. The assembly, shipping and office departments are still maintained at 5200 Euclid avenue, although it is planned to move these in time to the Sixty-third street location, where a modern office building will be erected. The firm now employs over 125 men in its mechanical departments and is producing from 35 to 40 folders each month.

Harris Co. Gets Out Attractive Ads

An excellent example of what can be accomplished by the Harris Automatic Offset Press has been sent out by its manufacturers in the form of a loose leaf catalog and three folders, the latter printed on a No. 34 Harris.

The composition on the catalog was done by Marchbanks Press, New York, and the printing by Magill-Weinsheimer Company, Chicago. The work was all photographic, the plates being made from impressions pulled on coated stock direct from type.

SOUTH SIDE PRINTING *and* PUBLISHING DISTRICT

WE have just prepared a detailed map of Chicago's new *Printing and Publishing District* and will be glad to place it in the hands of every printer and publisher in the city.

If you are interested in a new location, now or at any time in the future, write us and we will send you this map, together with any other information desired.

We have just placed four of the principal publishing firms in this district and are negotiating with others.

We have many very fine locations and will be glad to discuss with you matters pertaining to a new building.

Now is the time to make your plans for a new location—before the spring rush is in full swing.

BOWES REALTY COMPANY
Conway Bldg. Phone Main 2181 Chicago

WE SPECIALIZE
IN THIS DISTRICT
AND WILL BE GLAD
TO SERVE YOU

Ask for Mr.
George F. Iliff.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Paper and Supply Houses, Engravers,
Electrotypers, Binders and Paper Rulers
located in the Industrial West

Managing Editor
Editor
Advertising Manager

P. A. Howard
C. J. Nuttall
D. L. Pratt

BEN FRANKLIN PUBLISHING CO.

P. A. Howard President and Treasurer
E. P. Howard Vice-President

508 South Dearborn Street, Chicago
Telephone Harrison 6113

Advertising rates on application. Forms close 25th of each month.
Subscription rate \$2.00. Single copies 20 cents

Educating the Buyer

The action of the American Writing Paper Company in seeking to educate the buying public to an appreciation of good printing and to place dependence on Typothetae printers, is one form of support which is meeting with the hearty commendation of all organization members.

Not only is the campaign unusual because of the immensity of its scope and its cost to the American Writing Paper Company, but the unusual excellence of the advertising copy used and the convincing arguments based on actual experience in the industry, makes it certain that these "full page spreads" are receiving the attention of the buyer of printing.

Hitherto there has been very little attempt to better the selling end of the printing industry, although several other paper manufacturers, notably the Hamermill Paper Company and the Eastern Manufacturing Company through their use of space in the Saturday Evening Post, have aided materially in increasing the respect and confidence of the customer for the printer.

Trade magazines cannot reach the buyer of printing as can the daily newspapers and magazines such as the Post, so that the former's work must be done on the inside of the industry. That trade papers have at least awakened the printer himself to the need of concerted action and have aided him to better not only his selling but his manufacturing processes, cannot be denied.

But it has taken such concerns as the American Writing Paper Company, Hamermill Paper Company and Eastern Manufacturing Company to awaken the general public to the fact that the printer is a business man, capable of handling the public's printing the same as the banker handles the public's money.

Vitality Like an Indian

CALUMET NON-MELTING ROLLERS

Purchase Winter (CalCo) Rollers

and insure yourself against Roller
trouble next summer.

CALUMET ROLLER COMPANY

Phone Englewood 8734

6310 Wentworth Ave., Chicago

A Timely Warning

Perhaps there are some printers in the Industrial West who are not on the mailing list of "The American Multigraph Sales Company." In fact, we would not be surprised if there were quite a number not so favored. And those who are, probably do not take the time to read the broadsides the Multigraph people send out.

If so, we would like to call their attention to a recent folder of the firm, which has the appeal of "Help" as its "title." The entire idea seems to be that American industry needs to be rescued from the designing hands of the printer.

There is no doubt but that the company has received returns from this mailing piece, for what business firm could resist the appeal of the following arguments:

"Are you tired of watching printer's prices airplane out of sight?"

"Are you anxious for the day when you can be sure of getting printed matter when you want it and the way you want it—not two or three times out of a dozen, but every time?"

"Are you sick of delays and disappointments in delivery of folders, booklets, mailing cards, circular letters and other business helps and business builders that you have been leaving largely to the printer?"

Sounds interesting, doesn't it? But listen to this:

"Are you letting confidential information get away from your office, to be set in type by somebody who, for all you know, may be the next door neighbor of your competitor?"

"If you really have had your fill of this delay, lack of co-operation and inability to get folders, letters, labels, stickers and other printed matter at the right time and right prices, there is an easy way out."

If you received this folder—and read it—you noticed that the last six letters in the preceding paragraph are set in much smaller type, giving the impression that the company has to whisper in your ear that "there is an easy way out."

But, wait a minute. This attack is not altogether unjustified, for the company has selected four excuses—"two-for-a-penny excuses," the Multigraph company calls them—which are still being used by many printers, and here's where the warning comes in, for these excuses are being used, to the detriment of the printing business and for the benefit of such corporations as the builders of the "Multigraph."

Here they are. Do you recognize any of them?

"—Boy is just leaving with your proofs."

"—Didn't think you wanted it today."

"—Short of help, and we couldn't get at your job right away."

"—Errand boys all out. Could you send after it?"

We offer you these "sales" arguments for what they are worth, and we believe they are worth a lot in selling Multigraphs, and for the consideration of the printing industry—your consideration. We wish to thank the Multigraph company for their kindness in calling our attention to some of these rocks in the path of understanding between the customer and the printer. Our only wish is that this particular folder had been directed at printers only, instead of all business executives. Then you and Jones and Smith might come to realize that all competition is not inside the business and that more efficient methods of operating and conducting the printing business are needed by nine out of ten printers today.

Backing Up the Employer

A proposition which will be broached at the U. T. A. convention next week and a proposition which should meet with decided favor from all employers of labor—just as it did recently in Chicago—is that of strike insurance.

Too long has labor been able to dictate the policy of the employer on questions of wages, hours and the right to hire and fire. This has only been possible because of the strong organization which the employes have perfected, through necessity, it is true—but organizations which, having tasted power, now want complete control of the situation.

One of the strongest factors which has aided the unions, has been the employers' fear of loss through strikes. The thought of idle equipment and increased expenses have nearly always made him grant the demands of his employes rather than suffer the loss.

The proposition to insure all plants against such loss, places in the hands of the employers a weapon which the unions cannot help but recognize, for with the fear of loss eliminated, it is certain that the owners can take a firmer stand in refusing to grant unfair and unjust demands of the men.

Strike insurance is an economic result of the action of the unions, and has come about through the country recognizing the need for a moral and physical stiffening of their backbones.

The executive committee of the Associated Advertising Clubs of the World will meet in Chicago September 22.

The Money Saving Service

Specializes in Print Shop
Appraisements

Useful in
Accountancy, Cost System
and Insurance

Now is the time to purchase as
Summer Rates Are Now On

We also make
Special Club Rates

WRITE US

Lloyds Appraisal Company
Transportation Bldg. CHICAGO

BRANCHES
DES MOINES, DETROIT, CLEVELAND, MEMPHIS
PITTSBURGH AND ST. LOUIS

Dependence Ledger

“RUNS TRUE TO ITS NAME”

A high-grade Rag Sheet

with good color, strength,
and just the right surface
for all ledger and blank-
book purposes.

We now have the complete line in stock in Chicago--white and buff in all standard sizes.

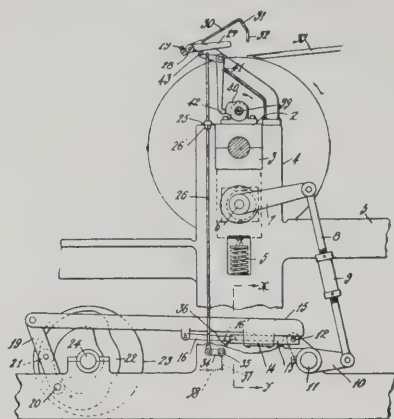
We'll be glad to quote prices and submit sample sheets upon request.



Trade Mark Reg. U. S. Pat. Office

Moser Paper Company
CHICAGO

Recent Patents

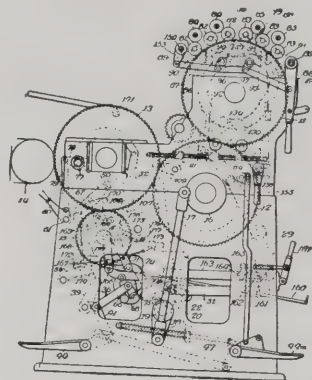


1,337,186.

1,337,186—Printing Press. James A. Allen, Providence, R. I., assignor of one-half to Benjamin F. Briggs, Providence, R. I. Filed June 8, 1916. Serial No. 102,410. 15 Claims. (Cl. 101—284.) 1. In a printing press, the combination with the impression cylinder and the feed table of means interposed between said impression cylinder and the cam shaft for raising and lowering said impression cylinder, means for disconnecting said impression cylinder from said cam shaft and means actuated by the movement of a sheet of paper onto said impression cylinder for connecting the same with the cam shaft.

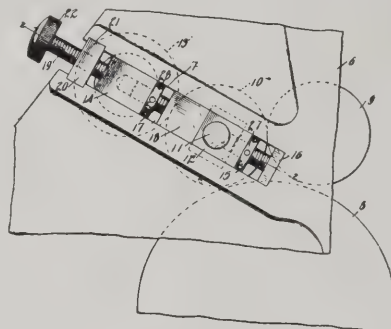
1,339,316—Printing Press Tripping Mechanism. Joseph R. Blaine, Oak Park, Ill., assignor to Miehle Printing Press & Manufacturing Company, Chicago, Ill., a Corporation of Illinois. Filed April 22, 1916. Serial No. 92,819. 18 Claims.

(Cl. 101—218.) 10. The combination with the plate cylinder of a printing press and the blanket cylinder, of tripping mechanism for the blanket cylinder operable in timed relation to the rotation of the said cylinder, of form inking rollers arranged in a plurality of sets, and means for suc-



1,339,316.

cessively tripping the sets of form inking rollers in isochronism with the tripping of the blanket cylinder at a predetermined interval of time thereafter.



1,337,574.

1,337,574—Roller Adjustment for Printing Presses. Sidney M. Weatherly and Howard J. Stach, Hartford, Conn.; said Stach assignor of his entire right to National Machine Company, Hartford, Conn., a Corporation. Filed Aug. 30, 1917. Serial No. 188,992. 6 Claims. (Cl. 101—348.) 2. In a journal bearing the combination of a frame having guide-ways, a pair of journal members mounted in said guide-ways, screws carried by said journal members for adjustably positioning the same, a second pair of journal members mounted in said guide-ways, screws carried by said second pair of journal members engaging with the first named pair of journal members for adjustably positioning said second journal members, said journal bearing adjusting means located wholly within said guide-ways, and devices engaging said second journal members for tensioning both pairs of journal members, substantially as set forth.

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CHICAGO

The Hub of the Industrial West

"Bushels of fried chicken, browned to a turn; dozens upon dozens of roasting ears; fruit galore; home-made cakes that only Calumet women know how to make, and many other delicacies" featured the annual picnic of the Calumet Ben Franklin Club, held on the banks of the Calumet river, Saturday afternoon, August 14.

More than one hundred and fifty South Side printers, their families and friends, were on hand when the mess call was sounded and what they did to that chicken and corn and cakes and fruit, was a shame.

Following the feed an athletic program was carried out, which, while lacking some of the vim which would have characterized it had the grub pile been absent, nevertheless furnished plenty of amusement for the spectators as well as the participants. A ball game between the men and women was one of these events, and was won by the latter by a score of 46 to 33.

These affairs of the Calumet club are growing in fame each year and the annual Kinney Chicken Fry is an event long awaited, attracting printers from all over the city. This year's picnic proved to be the largest ever held.

"The Sick Print Shop," which attracted so much attention when first produced in Chicago by the Franklin-Typothetae and later at the U. T. A. convention in New York last September, and St. Louis several months later, will be revived within the next month, the intention being to present the play with the original Chicago cast, for the benefit of the Detroit Typothetae-Franklin Association. F. W. Randolph, who wrote the play while field secretary of the Chicago organization, is now secretary at Detroit and will take his original place as X-Ray. The date has not yet been set, but the players are busy reviewing their parts and expect to be accompanied by a fair-sized delegation of Chicago printers when the trip is made to Detroit.

D. M. Rapport, secretary-treasurer and manager of the Rapid Printers' Roller Company, is back at his desk after recovering from a serious automobile accident last month, in which he suffered a fractured skull. Mr. Rapport was injured when the machine in which he was riding collided with another automobile at East Forty-third street and South Michigan avenue. The other car did not stop. Both Mr. Rapport and John F. McCabe, who was with him at the time, were taken to Washington Park hospital. Mr. McCabe escaped with severe cuts and bruises.

The Journal of Commerce Publishing Company is a new concern incorporated last month in Chicago by A. M. Lawrence, William H. Holly and Charles Aaron. The company is to publish a magazine and do a general printing business. It is incorporated for \$50,000.

Fred Cozzens, of Kenfield-Leach Company, visited his orange groves in California last month. He reports that his property is in fine condition.

Stevens, Maloney & Company, stationers and printers, whose retail store is located at 21 South LaSalle street, and plant at 501 South LaSalle, last month leased the four-story and basement building at 6-8 South Clark street, for ninety-nine years, at a total rental of \$1,673,000, starting May 1, 1921, when the lease of O'Conner & Goldberg, shoe dealers, expires.

The company plans extensive alterations and later the erection of a modern six-story building to cost \$200,000. The first story and basement of the present building will be used as a salesroom and stock room. The second story will be used for office furniture, the third for mail order business, and the fourth as a stock room.

H. I. Wombacher, of the Standard Typesetting Company, has just returned from a two weeks' automobile trip through Wisconsin, Minnesota and Canada, where he went as far east as Port Arthur. Mr. Wombacher, who was accompanied by Mrs. Wombacher, reports that roads through the north are in excellent condition and that he was especially favored by the weather man in that only one bad day marred the entire trip.

Martin Driscoll & Company announce the removal of their office and plant from 626 Federal street to 610 on the same street. An attractive announcement of the change was gotten out by the company, which emphasized the fact of their removal, in a novel manner. The telephone number of the company remains the same.

Seventy-five persons made the trip to Cedar Lake, Indiana, on Sunday, August 29, when Chicago Council No. 1 of the Printing Trades Craftsmen held its annual family outing. The start was made from South Dearborn street via automobile at 9 a. m., and South Park at 10 a. m., the entire party arriving at Cedar Lake in time for a chicken dinner with all the trimmin's. The afternoon was spent in dancing, swimming and other sports.

The committee in charge was composed of A. W. Hall, Sam Koelle, Dan Speidel, C. A. Slade, A. G. Rieman and Carl Roth.

Nearly a hundred members of the Franklin-Typothetae of Chicago, with their wives and families, will go to Ravinia Park Thursday night, September 2, to attend "Printers' Night" at the North Shore open air theater.

A special section of reserved seats has been set aside for the party and arrangements are also being made to serve dinner to as many of the party as want it. The program includes "La Navarraise" and a mixed program of numbers from other operas, including the sextet from Lucia, quartet from Martha, quartet from Rigoletto, violin solo by Harry Weisback and several other arias.

Those who attend can go by automobile or by way of the Chicago and Northwestern railroad or the Chicago, North Shore & Milwaukee electric.



WILLIAM H. WOHLBERG

Mr. Wohlberg, whose death was reported in the August issue of Ben Franklin Monthly, was president of the Acme Electrotypes Company, Chicago, and enjoyed the respect and love of every member of the trade who knew him.

Kerr-Whitmire Company Enlarges Plant

The Kerr-Whitmire Typesetting Company, which recently removed its plant to the Printers Building, 732 Sherman street, has become settled in its new quarters and has completed the installation of five new Monotype Casters and Keyboards. In addition, a new Model 8 Linotype has been added, together with a quantity of make-up equipment, making the plant one of the most modern and up-to-date in the city. The company renders day and night service, running three shifts, and is prepared to give continuous service to the trade. The location of the plant, which is practically in the center of Chicago's largest printing section, makes it possible to render quick and efficient service, while the staff of operators and equipment maintained make good work a certainty.

Chicago Notes Continued on Page 68

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Established 1889

June 22, 1920

Mr. Albert P. Gimlin,
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Chicago, Ill.

Dear Sir:

About three weeks ago you delivered to us, your appraisal of our printing plant, but not until the last few days have I been able to carefully examine the details of your work.

After reviewing this volume of over two hundred and fifty pages I can in some degree comprehend the task of compiling such an inventory. The care and thoroughness which characterizes your work deserve commendation; hence this letter.

I am convinced that we made no mistake in employing a specialist in printing office appraisals.

The full detailed description of the items with their replacement value, together with their sound or depreciated value, carefully determined by the condition or age of each machine or piece of equipment, and your work throughout, bears evidence of its being handled and supervised by people with practical knowledge of the printing business.

I take pleasure in commending your work to anyone in need of such a service.

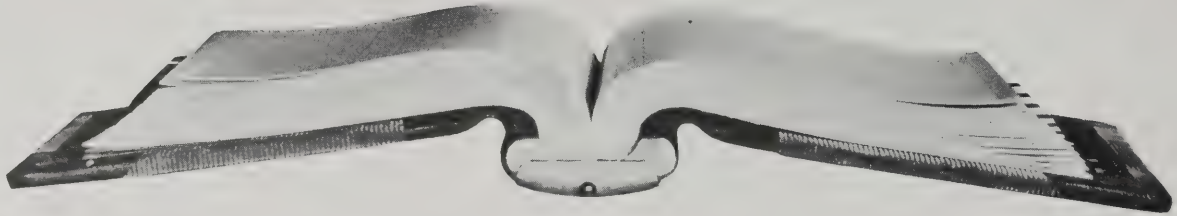
Very truly yours,

A. S. Hicks

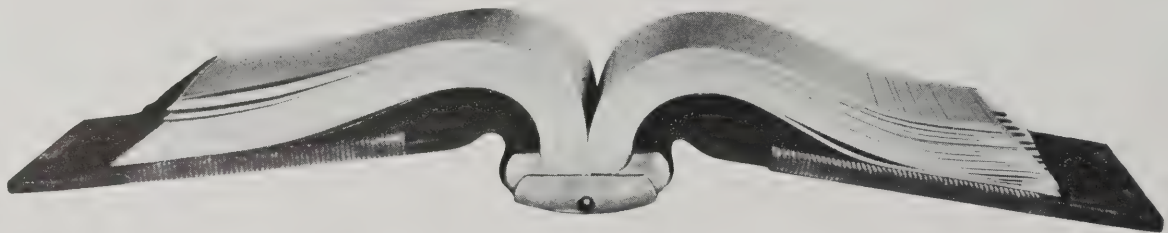
President
THE DEAN-HICKS COMPANY

ASH:CL

When "Seeing Is (Not) Believing"



NOTE THE DIFFERENCE



Last week we met a blind man. The poor devil couldn't see—at least so he professed.

We showed him the above loose leaf ledgers. The top one is EMPIRE HINGE—the bottom the ordinary Crimped Ledger Sheet.

Friend Blindman could not see—

How much flatter EMPIRE HINGE lays.
 How much more compact and solid a writing surface it is.
 How much more of the EMPIRE sheet is usable by the bookkeeper.
 What a troublesome hump the crimped sheet makes.

That man couldn't see a flock of barns in broad daylight.

One does not need eyes to see the difference. Your fingers will tell you if you let 'em.

The Good Book says "There are none so blind as those who won't see."

Maybe Friend Blindman couldn't see. Poor devil!

But you can. You can see it clearly. You can also appreciate what these good points mean in a finished job. Can't you?

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Printing Trades Credit Association
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Franklin-Typothetae Vetoes Columbus Amendment

By unanimous vote of over 150 members present at the August meeting, held at the City Club Thursday night, August 26, the Chicago Franklin-Typothetae gave its sanction to an increase in the maximum dues it is now paying to the United Typothetae of America, but refused to endorse the amendment to the U. T. A. constitution which, it is claimed, would place an unbearable burden on the cities of Chicago, New York and Boston, who are now paying the maximum dues of \$10,000 a year.

It is claimed that the Columbus amendment, to be voted on at the St. Louis convention next week, would cause the yearly dues of the Chicago association to the U. T. A. to be raised from \$10,000 to nearly \$75,000. Since this equals, if it does not surpass, the total budget of the Chicago Franklin-Typothetae, the organization, by its stand at the August meeting, instructed its delegates to vote down the Amendment, at the same time expressing a willingness to have the maximum dues increased from the \$10,000 now paid, to \$12,500.

Other business which occupied the attention of the members included the admission of fifteen new members to the organization, the new wage scale, and plans for the educational work which will be started this month.

Following the dinner, which was served to the largest August meeting of printers ever held in the city, President E. F. Hamm called the meeting to order and for the first business of the evening, called upon Charles Weil, chairman of the Blank Book Division Outing Committee, to outline the plans of that group for its annual outing, which was held Saturday, August 28. Mr. Weil, in addition to telling of the plans of his committee, invited all members of the Franklin-Typothetae to join his branch at the outing.

Another plan for a "jollification" was outlined by E. E. Laxman, who took the place of Frank Bersbach, in telling of "Printers' Night at Ravinia Park," which was held with such success September 2. A subject of vital importance to the membership was then taken up by Judge Kent Greene, speaking for W. E. Shoemaker, of the J. W. Butler Paper Company, who was unable to be present because of illness. Judge Greene spoke on "Commercial Arbitration as Developed by the Chicago Association of Commerce." Judge Greene, who is assistant to Chief Justice Harry Olsen, is one of the arbiters of

the Chicago Commerce organization and, therefore fully qualified to take the place of Mr. Shoemaker. The speaker told of the advantage of arbitration in settling disputes, and pointed out how justice can be speeded by allowing the courts to do only those things which cannot be settled on the outside. The application of this to the Franklin-Typothetae of Chicago was given by William Eastman, chairman of the Trade Matters Committee, who showed how such a "court of arbitration" could be started in the association, to the advantage of all.

General Secretary Joseph A. Borden, of the U. T. A., issued a special call for Chicago printers to attend the St. Louis convention, outlining the program as given in full on another page. It was following Mr. Borden's talk that the matter of increasing the dues of local organizations to the U. T. A., was taken up and settled.

While it was generally announced that delegates to the convention would be selected at the meeting, the fact that this city is allowed from ninety to ninety-five delegates and an equal number of alternates, makes it possible to appoint every member who attends, as a delegate or alternate, and accordingly, all those who have expressed their intention of going have been sent their credentials as representatives of the Chicago association.

Secretary C. C. Means reported that over sixty reservations had been made for the special train which leaves at 11:30 Sunday night, September 12, over the Illinois Central for St. Louis. Mr. Laxman, again acting as substitute, this time for O. A. Koss, told of the work Mr. Koss' committee has done toward making the trip to St. Louis an enjoyable one.

Thomas S. Quin, in his usual style, made an eloquent appeal for the educational courses which are to start shortly. Mr. Quin, who is chairman of the Educational Committee, also called on O. E. Dallas and R. B. Barton, who stressed the necessity of the employer taking an interest in the studies of his employes and urged that everyone send at least one member of the firm to one of the courses in estimating, salesmanship, cost finding and accounting, which will be started this year.

R. B. Nelson, who was introduced as the "crepe hanger," by President Hamm, because of the fact that the recent wage scale adjustment had been as-

Continued on page 52



The working force of the Franklin Typothetae of Chicago, photo taken in office of local association. Secretary C. C. Means in Center.

We Guarantee Our Work-

When you send your work to a member of the Employing Rulers' and Binders' Association of Chicago you can rest assured that it will be done as you want it done and as your customer has a right to expect it done.

The Code of Ethics of the

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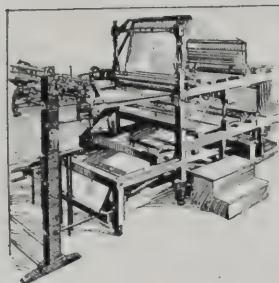
F. N. VOLKERT & COMPANY
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FRANKLIN TYPOTHETAE MEMBERS — Let a Fellow Member Do Your Work.



BOOK BINDERS AND PAPER RULERS



Rulers and Binders Enjoy Picnic

The whole family, pa, ma and the little ones, were present last Saturday, August 28, when the Blank Book and Loose Leaf Division of the Franklin-Typothetae celebrated its first picnic at Ehrhardt's Grove, Park Ridge. And the entire family sure enjoyed itself from dad down to the smallest member, who was made happy by toy balloons, ice cream cones and cracker-jack, galore.

Despite the fact that many members of the division are now vacationing after a strenuous summer and the shortness of the time in which plans were made, a very good attendance was on hand to enjoy one of the most enjoyable times held by any of the groups of the Franklin-Typothetae. Shortly before noon they began arriving by train and automobile and by three o'clock fully one hundred and fifty people were on hand. Lunches had been brought in baskets and hampers and shoe boxes and in addition sandwiches, sweet corn and ice cream had been provided by the entertainment committee, so that every one had plenty to eat.

The afternoon was spent in dancing and in athletic sports, including a baseball game between the rulers and binders which resulted in the rulers, piloted by Charlie Weil, defeating the binders, guided by Tommy Quin, by a score of 17 to 15. For a while it looked like a walk-away for the binders, but a rally in the third inning resulted in the rulers scoring nine runs from pitcher Quin. From that time on, the race was nip and tuck, but despite the efforts of Umpire Abe Lewis, who did everything in his power to give the binders a chance, the rulers continued their onward stride until the binders admitted defeat.

The races which followed the ball game included one for the married men, one for the married women (how few of them admitted it), another for the children and one for the fat men.

Along about five o'clock the crowd began drifting home, tired but satisfied, satisfied that rulers and binders know how to plan and carry out a successful picnic.

Here and There With the Rulers and Binders

Did you see Tommy Quin take a spill while fielding a difficult one during the fourth inning? Quin always has been counted as a humorist, but few knew he was also an acrobat.

The dancing pavilion proved a Mecca for the young folks, although the older ones did not miss the opportunity of stepping out a bit.

R. J. Tufts was everywhere at once looking out for the welfare of all. When it comes to "pep," Tufts can always be counted among those present.

Special credit for the success of the affair is due the outing committee, composed of Charles Weil, chairman, George Hart, C. Aggerback, David Galentiere, M. Probst and Mr. Tufts representing the Franklin-Typothetae.

Charles Stoll was on hand and later declared he had the time of his life. He drove out with Mr. Quin, who declares Mr. Stoll is some sport, for no matter how much Tommy stepped on the accelerator or whatever it is that makes a car hit the sixty mark, Charley always wanted to go a little faster.

How the children made for those toy balloons. And the older folks decided to throw away their dignity, with the result that they were soon carrying balloons also.

Dave Galentiere was right on deck from start to finish.

Harris & Walker Enlarge Plant

Harris & Walker, bookbinders and finishers to the trade, located at 167 West Monroe street, Chicago, have taken additional room which will double the total floor space now occupied by the company on the sixth floor at the above address. The company has also placed orders for three additional machines, two of which, a punching machine and a special machine for folding, have already been installed and the third, a perforating and scoring machine, will be added as soon as delivery can be obtained. The officers of the company are J. P. O'Brien, president and treasurer, and A. F. Song, vice-president and secretary.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

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President Lincoln was asked:

"You never swear, Mr. President, do you?"
"Oh, I don't have to. You see I have Stanton in
my Cabinet."

This compliment to his Secretary of
War reminds one that

**Lincoln
Halftone
Black**

has not a cuss word in a ton of it.
Keep profanity out of the press-
room by using inks made by

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CHICAGO: 718 SOUTH CLARK STREET (PHONE HARRISON 2149)

Men in the Trade

George H. Hart

Fifty years in the printing industry of Chicago is a record which we may all aspire to if we would equal the half century mark set by George H. Hart, vice-president of The Ryan & Hart Company, 324-326 Federal street, Chicago.



GEORGE H. HART

Mr. Hart started his career in Chicago in 1870 when a mere boy, having arrived in the Windy City during that year from his birthplace, Norwich, Conn.

The art of kicking a jobber was acquired by this youthful printer in the plant of D. A. Cashman—later operated as H. S. Tiffany Company—first located at 151 Wells street and later at 180 W. Monroe street. Mr. Hart continued his services with the Tiffany concern for a period of eighteen years. Another five years was given to production experience with other large manufacturers of printing, among them Rand, McNally & Company.

In 1893 Mr. Hart entered into partnership with John M. Ryan, a product of the old J. M. W. Jones establishment, and in 1896 incorporated The Ryan & Hart Company. The officers then and now are: John M. Ryan, president; George H. Hart, vice-president, and Elmer E. Buchan, secretary.

From a modest beginning this company is now acknowledged as a very substantial institution and counts among its patronage the leading banks and manufacturing establishments in the Middle West.

Mr. Hart has been active in all work tending to better conditions in the printing industry, and has served on some of the most important committees in the Chicago Franklin-Typothetae.

Chicago printers have been granted an increase of 15 per cent in the price of election printing. This has been divided between the trade plants and printers, making the price of composition 10 cents per thousand ems higher than last year.

Organization Complete for Handling Big Detroit Direct Mail and House Organ Conventions

Joseph Meadon, general manager of the Franklin Press of Detroit and general chairman of the Detroit committee in connection with the big National Direct Mail and House Organ convention, to be held in Detroit, October 27, 28 and 29, announces that his organization is now completed and will be composed of the following gentlemen:

Gordon K. Mac Edward, of Walker & Company, will be vice-chairman, and together with Elmer P. Grierson, advertising manager of the Sprague Publishing Company, will have charge of all finances, including the preparation of a budget and the appropriation of the expenditures of each committee.

Joseph B. Mills of J. L. Hudson Company is chairman of the entertainment committee and has definitely outlined this committee's plans, which will include three luncheons, one banquet, one evening's entertainment and other features to be decided upon later.

Joseph Nemethy of the Chope Stevens Paper Company is chairman of the committee on exhibits, and will handle the installation, care and sale of exhibits.

A. W. Winter of Evans-Winter-Hebb Company is chairman of the committee on arrangements, will handle the hotel reservations and other such matters for the comfort and transportation of the guests.

W. A. Ratigan of Braum Lumber Company is chairman of publicity, working in co-operation with the association's publicity committee.

Ward Gavett of R. L. Polk & Company is chairman of the registration and reception committee. Charles Koethen of J. L. Hudson Company is chairman of the invitation committee.

L. J. Brubaker of the Board of Commerce of Detroit will act as secretary of the general committee.

Details of the program, including definite statements as to entertainment and other such items of interest will be released by the general committee in due course.

Cincinnati News Notes *Queen City of the Industrial West*

Over a hundred Cincinnati printers were guests of the American Writing Paper Company on Wednesday, August 25, when an inspection trip to the paper mills of the company, located at Franklin, Ohio, was made under the supervision of A. Carey Hulls, recently appointed manager of the Cincinnati office of the American Writing Paper Company. Special trains left over the Big Four at 9 a. m., arriving at Franklin at 10:05 a. m. Returning, the party left Franklin at 5 p. m. After an inspection of the Excello Mill in the morning the printers were served with an excellent luncheon at Franklin and the afternoon was spent in inspecting the Franklin Mill.

A program of speech making was carried out following the luncheon, which included an address of welcome by Carl E. Lincoln, general sales manager of the American Writing Paper Company; an address by J. M. Thomssen, of the Methodist Book Concern, who told what the printer thinks of the American Writing Paper Company; another by Dr. Rindfusz, assistant to the president of the company at Holyoke, Mass., and another by George Hintzmann, of the publicity department, Holyoke, Mass.

The first issue of "Ben Franklin Witness," published by the Cincinnati Franklin Typothetae and edited by a publication committee composed of Walter J. Berg, chairman, Stanley A. Bachmeyer and Charles F. Deye, made its appearance August 13. It is planned to issue the "Witness" every week, giving news of the trade and notices of the organization and its meetings.

Seven new members have recently been added to the roster of members of the Cincinnati organization. They are Wagner Bros., Fiecke-Desch Printing Company, Cobb Linotyping Company, Federal Press, Printers' Service and Composition Company, Queen City Linotyping Company and Arnold & Riedel.

Cincinnati is preparing to send a large delegation to the United Typothetae of America convention in St. Louis next week. Many reservations have already been made and Secretary H. D. Stops anticipates a last minute rush, so that this city will have one of the largest delegations present at the convention.

Cincinnati News continued on page 68

Why Bother About Art?

Because it enriches life in the living. It reveals hidden beauty. It is the window in the workshop that lets in the sunshine and gives a beautiful outlook. It adds value to common things. A flower pot is worth a few cents, a bowl of the same clay a few dollars—a vase exquisitely formed and finely decorated hundreds of dollars. The difference between a kitchen chair and a Chippendale chair is a matter not of materials but of Art. To achieve and enjoy the virtue in all your surroundings you must know about art. Art is one of the few things in the world that is permanent. The art of Greece is her glory even now; the art of Italy calls across the centuries; the laurels of France are as great in art as in war. Art improves culture of the individual and the nation. It makes for civilization, for progress. Art holds many treasures and pleasures ready to your mind, your eyes, your hand. Learn about art; study art.

—Metropolitan Art Museum Bulletin.

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This NICKELSTEEL "GLOBETYPE"

used in every issue of the Ben Franklin Monthly since August 1912. Note that the printing quality does not show perceptible deterioration

Pat Kay Visits Mountain Print Shop

Pat Kay is away on his vacation this month and he was unable to prepare his "Service Printer" department. He did, however, send in the following letter which is well worth reproducing:

"In the chill mist of early morn in the mountains, we boarded a psuedo parlor car on the narrow gauge Denver & Rio Grande railroad at Salida, Colorado. This quaint system is a remarkable railroad, starting at Salida and bravely working its perilous way across the Rockies to Grand Junction, Colorado, where one again finds standard rail service. In its run it climbs up mountain slopes, over canyons and across plateaus to a height of more than ten thousand, five hundred feet—more than two miles above sea level. This high point is reached at Marshall Pass, where one may leave the train and, stepping out of the snow shed, look out from the continent's record railroad to the mighty peaks that rear their crowns almost a mile further into the clouds.

"With brakes partly set we coast down the west side of the Rockies into endless miles of scenery, through hay fields and into the valley of the Gunnison river, famous for its trout.

"For no particular reason we stopped at Gunnison, Colorado. This hamlet, snuggled in the western Rockies, boasts of some twelve hundred inhabitants, cordially western; marvelous scenery, the state normal school, a luring trout stream and a Cattlemen's Day; but I found something more interesting. Ambling idly off the main street, I saw a sign: 'The Gunnison Republican—Job Printing.' Quite an ordinary sign, but in the window I spied another: 'Our Charges are Based Upon the Franklin Cost System.'

"Forgetting my vow to keep away from business topics on my trip, I pulled open the screened door, doffed my hat to the sweet-looking lady comp., and asked for the chief.

"Boys, let me introduce Mr. Sills, brother in the Art Preservative.

"A year and a half ago Sills' dad O. K'd his last proof. Sills then left his studies at the University of Colorado, bade adieu to the joys of college days and took up his father's work—that tough job of newspaper editor and job printer in a small town.

"There I found him working away with spirit and enthusiasm. His is the only Republican paper in Gunnison, in a strong Democratic county. He gathers the news, fights the editorial battles of his party; and, with his lady compositor and mother, turns out a mighty creditable paper.

"Between issues of his paper, Sills found time to study the Franklin Cost System. He and one of the other two printers of the town, got together and agreed to put the Franklin rates into effect. They did—they are sticking to it—and they are making good.

"How many of us could cheerfully give up the pleasures of our college days, bury the ever-present desire for a career in the big town and bravely assume the mighty task of making a success in the printing and publishing game in a mountain town of twelve hundred?

"As long as young men like Sills are willing to devote themselves enthusiastically to type and presses, the future of printing is safe. I'm proud to be a fellow craftsman with him and I hope you are.

"Atta boy, Sills—here's to your success!

"PAT KAY."

Cleveland and Northern Ohio

A new printing corporation was formed in Canton, Ohio, last month when the Atkinson Printing Company was incorporated for \$25,000, by John C. Lauritzer, James H. Shattuck, John Flynn, Robert S. Atkinson and H. D. Anderson.

The Kenton Democrat Publishing Company, of Kenton, Ohio, has been incorporated, with a capital of \$40,000. The incorporators are C. E. Flanagan, H. G. Flanagan, I. Dugan, C. W. Smith and G. Flanagan.

Reports from Central Ohio indicate a slowing up in the amount of commercial printing which is being handled. It is thought that this is only the natural result of a campaign year and that within the next month the amount of political work which will be handled will aid in tiding over the difficult period.

W. E. Husted, of the Husted Company, Caxton building, has recently installed a new profit-sharing plan among his employes which is attracting considerable attention. He will outline it at the I. T. C. A. convention in St. Louis next week.

Cleveland will be well represented at the U. T. A. Convention, which convenes September 13 at St. Louis. Reservations are being made for hotel accommodations direct to St. Louis, but Secretary David S. Stockslader is handling all other arrangements for the trip.

On Saturday, August 14th, the annual picnic of the Relief Association of the Commercial Printing & Lithographing Company, Akron, Ohio, was held at Long Lake, Ohio, with nearly four hundred of its employes and friends attending.

It was one big day of merriment, with the employes and officers of the company intermingling in joyous groups and participating in the games and events of the day.

Wives and mothers also enjoyed the picnic fully, because the tedious task of preparing the picnic lunch was done away with, as the dinner and supper was served by the Commercial Printing & Lithographing Company, through a large catering concern.

The trip from Akron to Long Lake and return was made in boats especially chartered for the day and was a novel feature of the day's outing.

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CLEVELAND

MILWAUKEE

and Wisconsin

Present plans indicate eighteen Milwaukee people will be in attendance at the St. Louis convention of the U. T. A. next week. Those who have already signified their intention of going to Secretary W. G. Penhallow, are Mr. and Mrs. Frank Wilke and son, Mr. and Mrs. M. C. Rotier, Herman Meyer, August Wetzel, Mr. and Mrs. Charles Beuhler, Mr. and Mrs. Carl Moebius, Mr. and Mrs. Henry Towell, William Allen, C. A. Zahn, W. G. Penhallow, Miss Hazel Haessler and H. G. Candee.

The party will leave Milwaukee at 5 o'clock Sunday evening, September 12, over the North Shore for Chicago, where it will join the Chicago delegation, which leaves that city at 11 p. m. Sunday for the convention city.

Reservations for both transportation and hotel accommodations should be made through Secretary Penhallow at the earliest possible date.

Employees of the Hammersmith-Kortmeyer Company held their annual picnic last month at Grober's Grove, Port Washington Road. The affair, which was the third annual one of the company was a success from start to finish. Athletic events for men, women and children featured the morning and afternoon. In the afternoon a ball game was played which resulted in the Engravers defeating the Printers. A tug of war and horseshoe pitching contests were also held in the afternoon. Perhaps the most noticeable feature of the event was the 14-page souvenir program gotten out by the company, over half of whose pages were devoted to engravings showing officials and employees of the company and scenes at last year's picnic.

The Independent Typesetting Company, 375-377 Milwaukee street, has purchased the Monotype equipment of the Monotype Service Company, which recently closed up shop, consisting of a combination keyboard and caster. The Independent Company, of which John M. Wienen is president and manager, will also install a complete make-up department, enabling it to take care of Linotype and Monotype composition and make-up.

H. G. Candee, popular cost man for the Milwaukee association, has moved to Milwaukee from Palmyra, N. Y. Mr. Candee has been fortunate in finding a house in one of the more desirable parts of the city and felt it best that he have his family with him.

Greene Printing Company is installing a new Miehle press.

The Sales Division of the Milwaukee Typothetae now has fifteen members. These are the Moebius Printing Company, E. P. Hoyer Company, Meyer-Rotier Printing Company, Breithaupt Printing Company, Cramer-Krasselt Company, Quality Press, Schmidt Bros., Burdick-Allen-Dietas, Frank R. Wilke Company, Tate Printing Company, Greene Printing Company, Milwaukee Printing Company, Wetzel Bros. Printing Company, Meisenheimer Printing Company, and Fowle Printing Company.

It is interesting to note that these fifteen firms represent fifty per cent of the total mechanical pay roll of the city, showing the willingness of the "big fellows" to co-operate with one another in bringing about cleaner competition.

A reorganization of this division along the lines of the plan printed in Ben Franklin Monthly several months ago, was made at the Friday luncheon meeting of the division on September 3. Officers for the coming year were also elected at that time.

The Composite statement of the Milwaukee Typothetae for May and June, taken from some sixty monthly summaries of twenty-seven Milwaukee plants, was completed last week, and shows some remarkable results of organization work in this city.

The office, and particularly Executive Secretary Penhallow—who, by the way, was recently spoken of by U. T. A. Secretary Borden as "the best secretary in the country"—deserves much credit for the rapidity and thoroughness with which the cost work has gone on since the foundation of the association the first of the year. Many other cities who started cost work long before Milwaukee, have not as yet gotten twenty-seven plants with cost systems installed.

Carl Estey, son of Charles L. Estey, of the U. T. A., headquarters, Chicago, has been made secretary of the newly reorganized printers' organization in Wisconsin. Mr. Estey, under the new plan of organization, is sent out by the U. T. A. and not by the State University at Madison, as has been the plan heretofore. The new field secretary has had considerable experience in cost work, both in New Orleans and New York and for seven years before taking up U. T. A. work was a paymaster in the U. S. Navy.

The Wollett Typesetting Company, 368 Milwaukee street, Milwaukee, has added a Model B Inter-type to its equipment.

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KNOW ANY OF THESE MEN?



Picture taken when Wisconsin State Franklin Club was formed in 1912

The matter of printing briefs has recently come up for the consideration of the Milwaukee Typothetae, the belief being that the present rate of \$1.50 is too low.

In order to ascertain actual costs, announcements similar to the following were sent out to the trade by Secretary Penhallow:

"For some time members have been complaining of the prevailing price of \$1.50 for the printing of briefs. Is it any wonder?"

"The records of the U. T. A. on the actual cost of doing this work is: eight pages, \$3.30 per page; 32 pages, \$3.00 per page; 64 pages, \$2.80 per page.

"But we do not want to take this as our standard. Will those who print briefs kindly send in reports to this office, showing actual costs, including number of pages, for the last three months, so that this data may be compiled for future use?"

Interesting Linotype Exhibit at Craftsmen's Convention

One of the exhibits that attracted a good deal of interest at the first annual convention of the International Association of Printing House Craftsmen, at Washington, D. C., August 21, 22 and 23, was that of the Mergenthaler Linotype Company.

Occupying a position directly opposite the main entrance to the White Parlor of the New Ebbitt Hotel, in which room the exhibits were shown, the display of Linotype Typography at once attracted the attention of all delegates and visitors entering the room and caused many of them to wish to know more about the Linotype and its product.

Beneath an artistic Linotype trade-mark sign were suspended six display boards on which were arranged various specimens of book and job composition composed the Linotype way. Shown to advantage on a table that occupied a central position in the exhibit were two all-Linotype-set forms—one form completely made up and ready for the press, the other consisting of the untrimmed and unassembled slugs required for the complete form—and much interest was aroused by this graphic presentation of Linotype material.

At the opening of the business sessions of the convention, in the Crystal Room of the headquarters hotel, each delegate and visitor in attendance was presented with an attractive watch fob with the compliments of the Mergenthaler Linotype Company.

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Chicago

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Milwaukee News—Continued

With a number of innovations already installed and a number of others under way, and with new equipment which will make it not only the largest but the most efficient trade composition plant in the northwest, the recently purchased plant of the Sayers Typesetting Company, now known as the Trade Composition Company, late last month struck its stride for what promises to be a very long and successful career in the trade composition business.

The plant, which was taken over August 1 by the Trade Press Publishing Company, of which H. A. Apple is president, has been placed under the efficient management of E. G. Myers, for a number of years connected with the Mergenthaler Linotype Company in the Iowa and New England territories, and later in the publicity department at New York, and for the last year engaged in printing inventory, appraisal and plant efficiency work, in the city of Chicago. Mr. Myers, through his thorough and practical knowledge of all phases of the typesetting business and typography as an art, has already made a number of changes and is planning others which will give the plant increased capacity for turning out "service composition." These changes include the rearrangement of the entire plant, with the Monotype, Linotype and make-up departments separated, a new office, and a number of aids to the comfort of the workmen, including a locker room with individual lockers, individual wash basins, water filters, new toilet facilities and the painting of the interior of the shop so that it is now light in every corner. To further insure the satisfaction of the men, the rate of pay has been raised above the scale, until it is now equal to that paid in the newspaper plants of the city.

This was done voluntarily and was one of the first steps taken by the new management. Another change is the appointment of Joseph J. Jakusz as foreman of the plant. Mr. Jakusz had been an employe of the company for some time and while a comparatively young man, is thoroughly awake to the opportunity offered and has already proven his ability to make good. His enthusiasm for the work is aiding materially in completing the reorganization, which is one of the most important occurring in the printing industry of Wisconsin in a number of years.

The company has placed orders for a new Model 9 Linotype and another Monotype outfit, which, when installed, will give it seven Linotypes and five Monotypes. The make-up department will have twelve modern cabinets and accessories when new equipment arrives. All of this equipment is to be standardized and will conform with the latest efficiency ideas and plans for plant lay-out. The company now employs thirty persons, with day and night shifts, and is adding more employes as rapidly as they can be obtained.

The increase in size of the plant is not so much to take care of new customers, as it is to give better and more efficient service to those already on the company's books, according to Manager Myers, who declares that the company has adopted a policy of "quality and service first."

The next monthly meeting of the Milwaukee Typothetae will be held at the Republican House on Tuesday evening, September 21, when a report of the annual U. T. A. Convention, to be held in St. Louis next week, will be given and plans for the resumption of education work this fall will be taken up.

CHARLES S. UTZ, Pres.-Treas.
WALLACE P. ALLEN, V. Pres.-Sec'y.

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John Clyde Oswald, publisher of "The American Printer," will be the speaker at the banquet of the recently organized St. Louis Club of Printing House Craftsmen, which is to be held the second week of September, it was announced Saturday, August 28.

The club, as has been told in these columns, is composed of superintendents, assistant superintendents and foremen of departments of the various printing plants in St. Louis, and eventually will become a branch of the International Association of Printing House Craftsmen.

Officers elected at a recent organization meeting are: George Ortleb, of Von Hoffman Press, president; Fred H. Jones, of Buxton & Skinner Stationery Company, vice-president; William A. Norton, of the R. P. Studley Printing Company, secretary; Val Krapp, of the Hoyer Printing Company, treasurer. The members of the club include the following: Robt. H. Hicks, Greeley Printery; Val Krapp, Hoyer Printing Company; J. C. McNamara, H. S. Collins Printing Company; A. C. Williamson, Von Hoffman Press; Robert L. Barnes, Goodwin Bros.; Geo. J. Newton, Skinner & Kennedy; Walter J. Taylor, Christian Board of Publication; Fred H. Jones, Buxton & Skinner; W. B. Chase, United Drug Company; N. W. A. Norton, R. P. Studley Printing Company; George Ortleb, Von Hoffman Press; A. B. Breemser, A. C. Clayton & Sons; L. Clark Zeigler, Purina Mills; F. C. Woehle, Christian Board of Publication.

The next regular meeting of the club will be held in the advertising Club rooms at the Hotel Statler, Thursday night, September 9.

The Con P. Curran Printing Company, one of the biggest printing concerns in St. Louis, has been exceedingly busy recently, printing the new freight and passenger tariffs. This rush was occasioned by the increase in their rates which has been allowed by the Interstate Commerce Commission.

The meetings of the Trade Composition Division of the Ben Franklin Club, which has been holding weekly meetings recently, have been well attended. Much interest has been shown in the various topics discussed. The division has arranged to entertain the members of the I. T. C. A., who will be present at the U. T. A. convention.

H. S. Collins, who has been appointed chairman of the program committee for the convention of the Missouri Press Association, which will be held here the latter part of September, has already commenced to get busy.

Arrangements for the annual convention of the United Typothetae of America, which will hold its annual convention in St. Louis at the Statler Hotel, September 13-15, are keeping the local organization busy. They are going to play host to their brother master printers from all over the country in a manner that will do the St. Louisans credit. In fact, St. Louis has a world-wide reputation for its hospitality and if the visiting master printers fail to enjoy their visit, it will not be the fault of the St. Louis Ben Franklin Club.

Indications are at this writing to the effect that about 1,500 delegates will be here. In addition to delegations from New York, Chicago and other larger cities in the United States, containing from 25 to 175 delegates, there will be representatives from England, Switzerland and Australia. The English delegation will be a committee of master printers who will be in this country for several weeks studying American conditions and methods.

The Ben Franklin Club of St. Louis, the local branch of the Typothetae, is making preparations for the entertainment of the delegates and their guests. President Dewes has appointed H. S. Collins, Earl R. Britt and Isadore Mendel as a general committee. The sub-committee chairmen are: D. J. Kerwin, convention hall; Frank W. Corley, entertainment; Warren Skinner, decorations; George Wagner, attendance; Earl R. Britt, information; J. S. Skinner, registration; Isadore Mendel, hotels; James Goodwin, arrangements; Conrad Kutterer, reception; C. B. Nicholson, automobiles; Ben Goodwin, country clubs; Charles E. Goltermann, reception committee.

The Bailey-Fisher Printing Company, for many years located at 324 North Third street, has taken a lease for three years on the three-story building located at 310 North Third street. The expansion of business made the finding of new quarters a necessity. The new plant will be equipped with additional machinery which will materially increase the output of the company, which does a general printing business.

The ground floor at 1200-1204 Clark avenue, has been leased by the Frank A. Roth Printing Co., now located at 216-18 South Twelfth street. The company will move into its new quarters just as soon as possible. Meanwhile, a new cylinder press has been ordered and also some other equipment, which will enable them to considerably increase the capacity.

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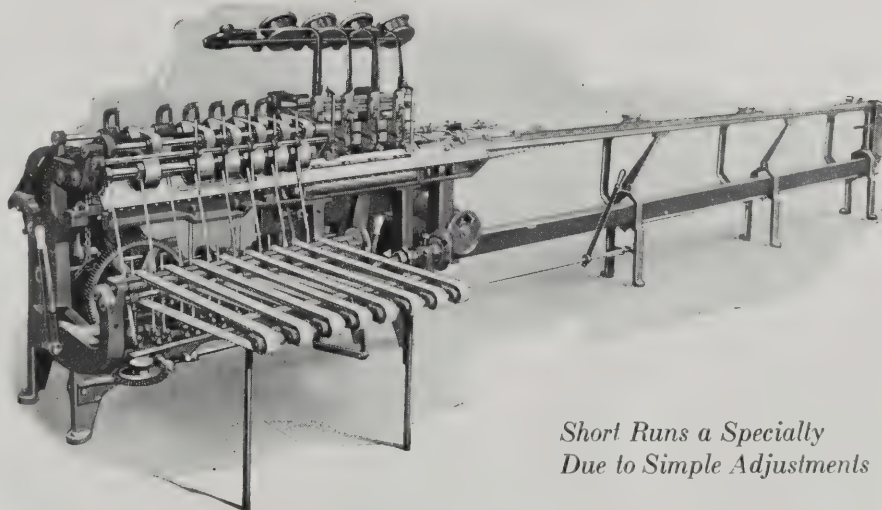
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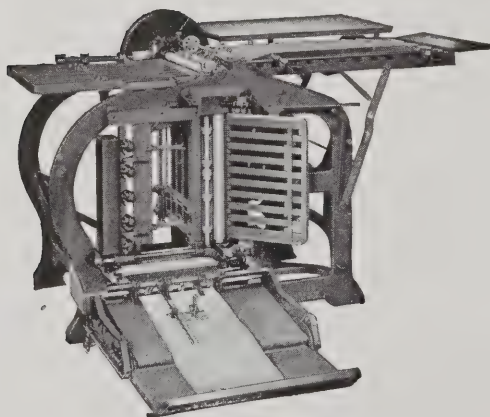
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Franklin-Typothetae Vetoes Columbus Amendment

Continued from page 39

signed him, told of the negotiations of the Scale Committee of the Franklin Division, which resulted in Chicago printers being granted a five-dollar increase August 25. In addition to the business taken up, the members were entertained by music furnished by Mrs. Harlo Grant.

The meeting adjourned promptly at 9:30, the consensus of opinion being that one of the liveliest meetings of the entire year had been held.

The new members who were taken in and who swell the membership list almost to the five hundred mark are:

American Eagle Printing House, 4408 West Harrison St.; The Alexander Press, 2054 North Kostner Ave.; Cooperative Union Labor Press, 1802 S. Racine Ave.; Cornelia Ptg. Co., 1132 Cornelia St.; Garfield Ave. Printers, 752 Garfield Ave.; Lyndon Stevers Press, 6804 Hurlbut St., Norwood Park; Liberty Press, 4405 North Robey St.; Mid-West Mfr's Printers, 3842 W. North Ave.; The Owl Printing Co., 810 Center St.; C. Rabenstein, 1043 W. 63rd St.; Rogers Park Press, 7014 N. Clark St.; Wagener & Leske, 1248 W. Randolph St.; J. O. Burrows & Co., 310 S. Canal St.; Harry F. Little, 521 W. Monroe St.; Joseph A. Troik, 1531 George St.

Place: Art Institute; Date: September 22

The exhibit of the Graphic Arts Institute which will be on display at the U. T. A. convention and which attracted so much attention when shown early in the year at New York and in August at the Printing House Craftsmen's convention in Washington, will be placed on display for ten days at the Art Institute, starting September 22. It was at first announced that the exhibit would be taken east from St. Louis, but through the strenuous efforts of a committee headed by Joseph Singler, those in charge consented to the exhibition being brought to Chicago immediately after the convention.

Members of the Chicago Franklin-Typothetae will have a golf tournament all their own the first part of October, if present plans go through. It is planned to limit the players to those who are actively engaged in producing printing and it is hoped in this way to ferret out the champion player of the organization. Present plans are too indefinite to give either the place or the exact time of play.

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DIGEST OF MACHINE COMPOSITION NEWS



I. T. C. A. Announces Convention Program

Announcement of the program for the first regular annual convention of the International Trade Composition Association, to be held in St. Louis, September 13, 14, 15 and 16, was made last week.

The program calls for a number of topics vital to the trade composition business, including addresses on "The Future of the Trade Composition Industry," by George T. Lord, president of the New York Trade Composition Association; "The Local Association; the Good It Can Do," by Charles L. Just, Chicago; "The Metal Problem," by Herman L. Lewis, Detroit; "The Application of Cost and Accounting Systems to the Industry," by E. A. Kelly, cost accountant for the New York Association of Employing Printers, and a report on the profit-sharing plan recently worked out by the Husted Company, of Cleveland, by W. E. Husted, the company's president.

Another subject of importance will be that of G. L. Garand, of Detroit, who will tell members how to ascertain the facts of their business. Committee reports showing the work done by the organization

along educational and promotional lines, will be made by the various committee chairmen.

It is expected that more than double the number of delegates who attended the first organization meetings of the association last February in Chicago, will be on hand, since the added attraction of the U. T. A. convention will prove a magnet which will attract men from all sections of the country. There will be delegates present from the Pacific coast and New York is planning on sending nearly a quarter hundred men to represent it. Chicago will be represented by at least thirty delegates.

A program of entertainment is being prepared by a committee of St. Louis typesetters, which assures all delegates a good time, with sight-seeing trips, a banquet and a boat ride on the picturesque Mississippi river as a climax. A golf tournament will also be a feature.

The program of the convention has been arranged so that trade composition men may attend the regular sessions of the United Typothetae of America convention.

The Program

Monday, September 13

Morning—First session of U. T. A. Convention.
Afternoon—First session of I. T. C. A. Convention.
2:00—Address of the President.
2:15—Address of the Secretary.
2:30—Address of the Treasurer.
2:45—Report of Membership Committee.
3:00—Report of Ways and Means Committee.
3:15—Report of Industrial Relations Committee—Discussion.
3:45—Report of the Trade Matters Committee—Discussion.
4:15—Report of Price List Committee—Discussion.
4:30—General discussion.
5:30—Adjournment.

Tuesday, September 14

Morning—Second session of U. T. A. Convention.
Afternoon—Second session of I. T. C. A. Convention.
2:00—Report of the Promotion Committee—Discussion.
2:30—Report of the Cost Committee—Discussion.
3:00—"Application of the Cost and Accounting Systems," by E. A. Kelly, cost accountant, New York Association of Employing Printers.
3:30—Report of Educational Committee—Discussion.
4:00—"A Profit-Sharing Plan," by W. E. Husted, Cleveland, Ohio.

4:30—General discussion.
5:30—Adjournment.

Wednesday, September 15

Morning—Third session of U. T. A. Convention.
Afternoon—Executive session of U. T. A. Convention.

Thursday, September 16

Morning—
9:30—"The Metal Problem"—Discussion. Herman L. Lewis, Detroit, Mich., presiding officer.
11:00—"The Future of the Trade Composition Industry," by George T. Lord, President New York Trade Composition Association.
11:30—"The Local Association; the Good It Can Do," by Charles L. Just, Vice-President of Chicago Trade Composition Association.
12:00—General discussion.
Afternoon—
2:00—"Ascertaining Facts About Your Business," by G. L. Garand, Detroit, Mich.
2:30—Executive session.
3:30—Report of Resolutions Committee.
4:00—Final reports of Standing Committees.
5:00—Election of officers.
Adjournment.

A reorganization of the Western Linotyping Company, 431 South Dearborn street, was made last month, when Frank H. Lester, vice-president and treasurer, resigned from the company to enter the trade composition business for himself. H. L. Heidke, secretary of the company, has taken over the duties of the treasurer and is now secretary-treasurer of the firm.

With the reorganization comes the announcement that additional equipment is to be added, including a Ludlow Typograph and ninety new faces of type for the two linotypes now operated by the concern. O. B. Powell is president of the company.

Bookbinding, lithographing and printing establishments in California are affected by a decision of the State Industrial Welfare Commission, made August 14, which fixes \$18 as the minimum wage for women and minors. Women are not permitted to work later than 11:00 p. m., without express permission.

Two new members joined the Chicago Trade Composition Association last month. They are the Champlin Law Printing Company and the Superior Typesetting Company.

RESOURCE BOND

Sold by



Great Lakes

To both printer and user, the crisp texture, the clear, clean whiteness, and the excellent printing quality of **Resource Bond** will strongly appeal. A sample or a trial order will convince.

Made by



Gilbert

Great Lakes Paper Co.
CHICAGO

515 South Wells Street Phone Wabash 1413

Ink Distribution on Platen Presses

Continued from Page 25

adjustments, as spring adjustments create pressure which causes drag and is not good for the rollers, particularly in the summer time. A few careful experiments along the line of "contact against pressure" will convince you that contact gives the best distribution if all diameters have been equalized.

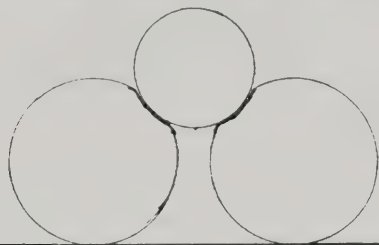


FIG. 15

Figure 13 shows vibrator set correctly—just a contact with form rollers, giving perfect revolutions.

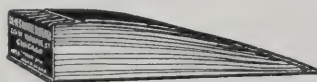
Figures 14 and 15 show vibrator set hard against rollers, causing a flattening and consequent drag. This will not only cause poor printing, but will heat up the rollers.

Summing up, we find: that tracks on presses should be practically track high; rollers and trucks should be of equal diameters; bearers in forms are really unnecessary; raising tracks will not equalize roller and truck diameters; rollers of different sizes improve distribution, either when used alone or with vibrators, if equalization rules are followed; friction and contact is wanted, but pressure is detrimental; vibrators increase distribution twenty to forty times and save one-third roller cost; increased distribution calls for much less ink, less make-ready, less offset, less auxiliary work and better results.

New Lines Recently Added

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BROADSIDE COVERS, 7 SHADES
PARQUETRY COVERS, 6 SHADES
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ALL ANTIQUE FINISH



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CUT-OUTS**

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LITHOGRAPHIC AND PRINTING TRADE

How well we have succeeded is attested by the growth of our business.

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Announce the enlargement
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to double its former size
with additional machinery
which now enables them to
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ingredient, we recom-
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and weights. Colors
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No. 20 substance, 22x34,
24x38 and 28x34.

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LOS ANGELES
FORT WORTH

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MONTREAL, CAN.
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ROSARIO, ARG.
CORDOBA, ARG.
RIO DE JANEIRO, BRAZIL
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PRINTING INKS



All raw materials entering into our Printing Inks are thoroughly tested.

These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

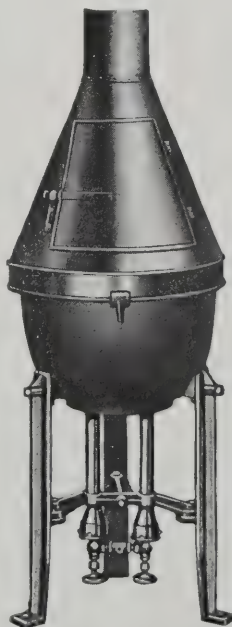
The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

The final result of this painstaking effort assures—**QUALITY.**

The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

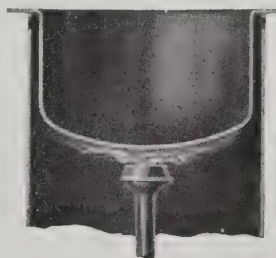
Barnhart Brothers & Spindler

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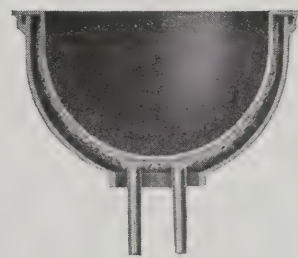
WASHINGTON
OMAHA

DALLAS
SAINT PAUL

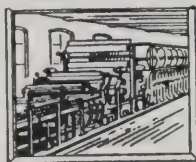
SAINT LOUIS
SEATTLE



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom



PAPER TRADE NEWS AND VIEWS



Writing Paper Trade Conditions

Although there has been a temporary lull in the placing of new business by the printing and lithographing trade during the past thirty days, neither dealers nor manufacturers have found time for a breathing spell on account of the insistent demand and urgent need of unfilled tonnage in practically every grade of writing paper.

There can now be no doubt that manufacturers did not anticipate that the extremely abnormal demand of the latter part of 1919 would continue unabated so far into this year as has been the case. The result has been that practically all mills have been oversold for many months ahead and further have been unable to make but little, if any, progress towards more prompt deliveries.

While mills have been handicapped at various times in the attainment of maximum production to meet the abnormal demand by the breakdown in our transportation system and by lack of fuel and raw materials, it is interesting to note, for the reason that it is not generally appreciated, that the production of all grades of paper for the first four months of this year showed an increase of 20 per cent above last year. So while the production of chemical pulp during the same period was the largest we have ever had, it still is not adequate to meet the demand of manufacturers and hence the relative shortage.

As an illustration of the increased production, the output of 113 writing paper mills was 34,121 tons for the month of June this year against 27,122 tons for the month of June, 1919, and as compared with an average monthly production of 28,236 tons during 1917, 1918 and 1919.

The relative shortage of raw materials, particularly sulphite, has been responsible for constantly increasing costs in the manufacture of all grades of writing papers in accordance with the law of supply and demand. Mills have found it necessary to bid extremely high prices for offerings of spot sulphite to make up the shortage of their contract tonnage.

The coal situation has also made it necessary for manufacturers in many instances to pay fancy premiums in order to secure a sufficient supply of fuel to avoid a shut-down of indefinite duration. For these reasons writing paper manufacturers have made advances during the past month of from 10 to 15 per cent over previous billing prices.

While no one directly connected with the writing paper industry professes to know what the future holds in the market situation, it is our opinion that prices will continue firm for the balance of this year at least unless drastic business depression with an accompanying financial crisis or international crisis should develop. The financial situation has an important bearing on market conditions of many commodities at the present time in requiring liquidation, etc., as reflected in the textile and shoe industries.

This condition can hardly apply to the writing paper situation, however, as stocks are generally depleted and the demand is of a healthy character.

It is to be hoped that the increase in freight rates, which average about 35 per cent, granted the railroads by the Interstate Commerce Commission, will bring about an improvement in our transportation situation, although a material improvement cannot be speedily effected to take care of the requirements of industry and commerce as a whole. The movement of grain and fuel will be given preference.

While it is estimated that the increase in freight rates may not appreciably affect the cost of some commodities, clothing for example, it is possible that this increase may have considerable bearing on the cost of writing papers. It is estimated a paper mill, producing its own sulphite, soda pulp, bleach and alkali, involves about seven tons of inbound freight for each ton of finished paper. Thus a mill producing 75,000 tons a year involves a total shipping tonnage of 600,000 tons annually.

The fuel situation has grown more acute and it is not impossible that production will be curtailed at many mills before the winter is over by lack of fuel. The continuous running of paper mills for the past few months has permitted no time for repairs. There is also the difficulty in securing new machinery parts and mechanical equipment. Shut-downs must be provided for sooner or later on this account.

It would seem, therefore, that an assured supply of paper is of more importance than the matter of price and stocks should be replenished in order to avoid the possibility of further delays in manufacture and delivery.

H. V. P. in "Woe's Writings"

The Bet Is Off

Fred A. Carter said he could.

Other members of the sales force of the Moser Paper Company, Chicago, declared he couldn't, whereupon various steps were taken which would make it worth "Speed King" Carter's time if he was right and the sales force's while if he wasn't.

Any way, early Wednesday morning, August 25, Mr. Carter started out on a 460 mile race, which, if finished within twenty hours would net him over a thousand dollars in hard, cold cash.

R. E. Boyd, C. C. Lovgren and W. G. Hudson, other members of the Moser Company's crack staff, trailed along in another car. Despite blow-outs, worn bearings and cops, the "Speed King" seemed in a fair way to win the thousand "bucks," when the car turned turtle, within sixty-eight miles of the goal and with six hours to spare.

Mr. Carter was discharged from the hospital at Antigo, Wis., on September 1, and the bet has been declared off. He was not seriously injured, however, and will soon be back on the job.

Henry Towell Is Reminiscent

The "Milwaukee Journal" last month issued a forty-eight page special edition, in celebration of its fiftieth anniversary. Henry Towell, the present publisher of the "Journal," has had charge for the past thirty-two years. In his announcement of the special edition Mr. Towell had the following to say:

"Having attended a parochial school (the only kind then conducted in the English town where I lived), and having, incidentally, won prizes in free hand drawing and geometry, as well as taking third place in a competitive school examination on Bible knowledge, and working at the printing trade two years, I decided, at 16, to apprentice myself to a printer at Louth, England. The Indenture, common enough at the time, now reads like an ancient document, indeed.

"It recites, in part, that 'Henry Towell, son of Henry Towell of Louth, in the county of Lincoln, doth put himself apprentice to Frederick William Brogden of Louth, aforesaid printer, to learn his Art, and with him after the Manner of an Apprentice to serve from the fifteenth day of April, instant, unto the Full End of Term of four years from thence next following, to be fully complete and ended; During which Term the said Apprentice his Master faithfully shall serve, his secrets keep, his lawful command everywhere gladly do; he shall do no damage to his said Master, nor see to be done of others, but to his Power shall tell or forthwith give warning to his said Master of the same; he shall not waste the Goods of his said Master, nor lend them unlawfully to any; he shall not contract Matrimony within the said Term; he shall not play at Cards or Dice Tables or any other unlawful Games whereby his said Master may have any loss with his own goods or others during the said Term without License of his said Master; he shall neither buy nor sell; he shall not haunt Taverns or Playhouses, nor absent himself from his said Master's service day or night unlawfully,' and having faithfully promised all this, my father, in addition, promised to see me provided during the four years aforesaid with 'meat, drink, clothes, lodging and other necessaries,' for all of which my employer was to teach me his art, and pay me 75 cents a week to begin with, and to raise this until I was paid \$1.50 per week during the last year of my service. This was duly signed in the year 1872, and its conditions faithfully carried out on both sides.

"What would our young people say today, if they were asked to sign and live up to a document of this kind? Can you imagine them doing anything of the sort?"

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BOOK BINDER and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

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A.F. WANNER PROP.
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NEW MODEL COMPOSING ROOM SAW



Complete with
Motor

"Better than Many
—Equal to any"

SAWS and TRIMS
One Operation

Table Elevated from
Saw and Trim Position
to Sawing Position
in Three Seconds

Powerful Work
Holder

Gauge
Adjustable
to Points

LACLEDE MFG. COMPANY

119-121 N. Main St.

St. Louis, Mo.

In the Chicago Trade

The huge sign of the Berkshire Paper Company, facing on Harrison street at Plymouth Court, is attracting considerable attention among the paper and printing trades of Chicago. The sign covers the entire side of one of the buildings on Plymouth Court.

"Doc" Runyon, Bradner-Smith & Company's star salesman, left September 3 for a trip through the southwest. "Doc" will be on hand at the opening of the U. T. A. convention Monday morning, September 13.

M. H. Lund, of Bradner-Smith & Company, Chicago, is enjoying a well-earned vacation. He is spending it playing tennis and taking in the sights of Chicago.

Ross Sine, treasurer of the Messinger Paper Company, and wife, are spending a belated honeymoon at Shawnee, Colorado. They will be gone a month.

Midland Paper Company, Chicago, has added a new two-ton truck, making four now used by the company in making deliveries to Chicago printers.

George R. Tolen, of the Midland Paper Company, is suffering from an attack of neuritis.

Catalog and Display Job Composition and Makeup

7 SEVEN MACHINES—a Model 20, the only one in a trade plant in Chicago, four multiples, a Ludlow, **7** an Elrod Slug and Rule Caster,

the most perfect copy marking system, excellent makeup, and the best shop organization in the Middle West. That is the combination that makes real display composition—the only kind we produce.

We machine set type from 5 to 60 point. We do not print.



We produce better Lino-Tabler forms than any other trade plant in Chicago because we do not use linotype rules and spacing material. Our forms are solid—weigh one-third more than lino material—and will not shrink in lockup.

PROMPT SERVICE—AUTOMOBILE DELIVERY

ENGLEWOOD TYPE CO.
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PERFECT PRINTING PLATES

HALFTONES
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**Personal
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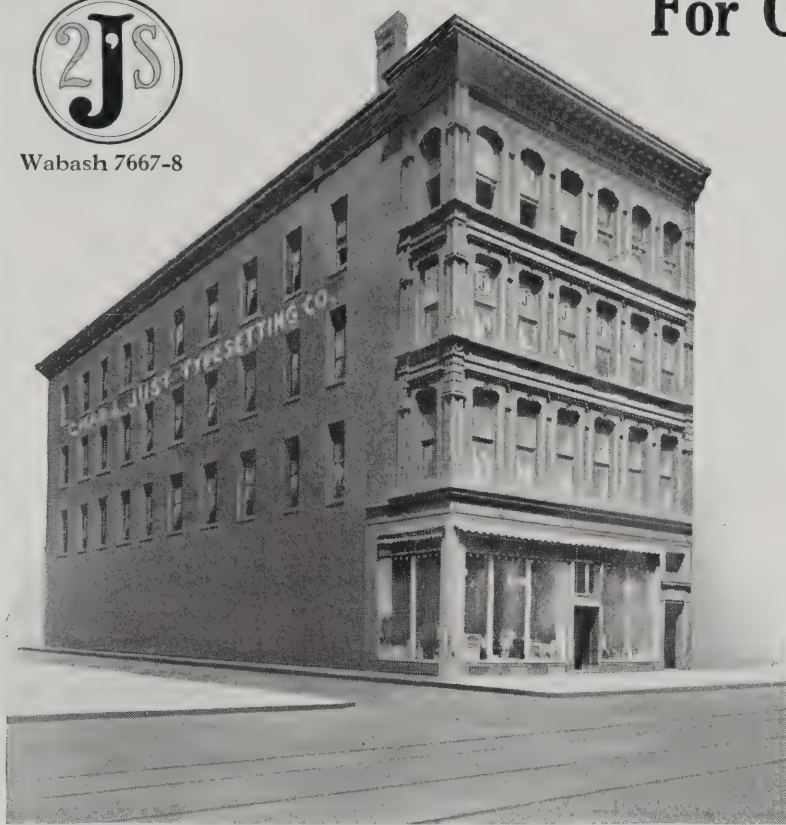
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The New Home of the 2 J's, 218-20 S. Clark St.

For Good Typesetting and Makeup

The Chas. L. Just Typesetting Co. is now prepared and fully equipped to give service to all printers, publishers and private plants. Our machinery and type faces are new and our makeup department is up-to-date in every detail. Our type display is without doubt one of the best shown and will afford you an opportunity to make selections for any composition you have that requires printing of a superior quality.

Wouldn't it be a great relief if you could say to your typesetter, I want this booklet, catalogue or publication set and made up and then be able to entirely dismiss the matter from your mind, in the confidence that he will do the work to your entire satisfaction. The typesetter who can do that for you must offer efficient service; *that is what we are ready to do for you.*

CHAS. L. JUST
Typesetting Co.

218-220 S. CLARK ST. CHICAGO Telephone WABASH 7667

Nobody

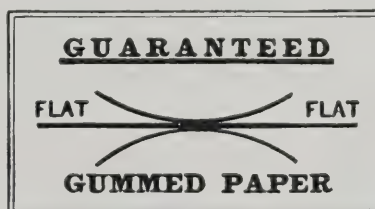
Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

Mills and Main Office:

Brookfield,
Mass.



Ideal Coated Paper Company

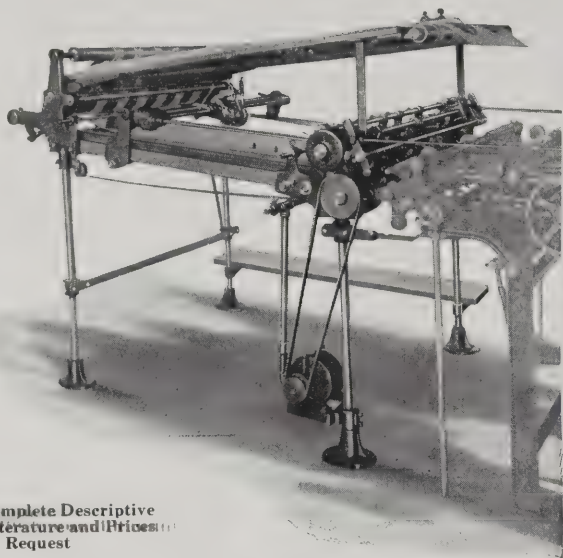
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Complete Descriptive
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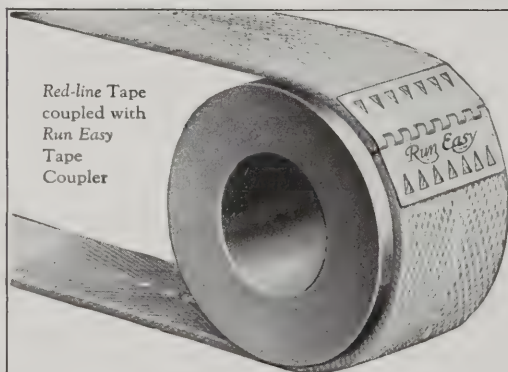
Protest Increase in Printing Cost

The Chicago Trade Press Association last month appealed to publication printers of the city, asking that everything possible be done to prevent the increase in wages demanded by the unions. The statement of the association contained the following paragraph, which throws some light on publishing conditions in Chicago:

"Conditions in the advertising and publishing business are such that publishers cannot pass on to advertisers any further increase in publication costs. The general business situation indicates a definite slowing up, and the volume of advertising has passed its peak and is declining. Under the circumstances, we feel that the printer, rather than the publishers, should absorb whatever increases in wages you see fit to grant your employees.

"Another fact of importance is that the high prices of publication printing in Chicago are driving publishers to other cities. A number have left recently, and others are planning to go. We submit that it is to your interest and to the interest of your employees to encourage your customers to remain, rather than to put the cost of printing at such a high figure that they cannot continue to operate under it. The course which has been followed during the past few years with reference to printing costs means the ultimate elimination of a large number of publications, and consequent reduction in business for the employers and unemployment for the employees."

Mathew Wall, of Chicago, was reelected president of the International Photo Engravers Union, at the convention of that organization held in Pittsburgh last month.



Red-line Tape
coupled with
Run Easy
Tape
Coupler

Red-line Tape is sold in rolls of thirty-six yards and is made in the following sizes:

$\frac{3}{8}$ inch	$\frac{5}{8}$ inch	$\frac{7}{8}$ inch	1 $\frac{1}{8}$ inch	1 $\frac{1}{2}$ inch
$\frac{1}{2}$ inch	$\frac{3}{4}$ inch	1 inch	1 $\frac{1}{4}$ inch	2 inch

GET THE BEST MADE, INSIST ON *Red-line*
IT'S THE FINEST QUALITY OBTAINABLE

Tensile Tested • Quality Guaranteed

Red-line TAPE

TRADE MARK

A SUPERIOR QUALITY OF TAPE FOR BINDERY, PRESSROOM,
OR WHEREVER TAPE IS REQUIRED

SAVE the time and trouble
occasioned by breaking
of tapes on your machines
by using *Red-line* Tape. Cheap
tape, like lots of other cheap
things, is dear at any price.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Keep Your Permanent Records on Time-Defying Brown's

YEARS after transactions have been forgotten, their records are revealed as clean-cut and fresh as the day they were entered—if written on Brown's Linen Ledger Paper.

For Brown's is the Paper of Permanence—the paper that preserves legibility indefinitely. It does not stain, turn yellow or fade from age or climatic conditions. No other ledger paper rules as sharply and clearly.

Since less than 10 per cent of ledger cost is in the paper, you can't afford to use any but the best—Brown's Linen Ledger Papers.

We have a complete stock in both White and Buff for immediate delivery.

Messinger Paper Company
180-82-94 W. Randolph St.
CHICAGO Telephone Main 2120

Heavy One-Piece Base, with Arch also in One Piece.

Worm-Gear Drive, with Hyatt Roller Bearing in Flywheel.

Powerful Clutch—will not "stall."

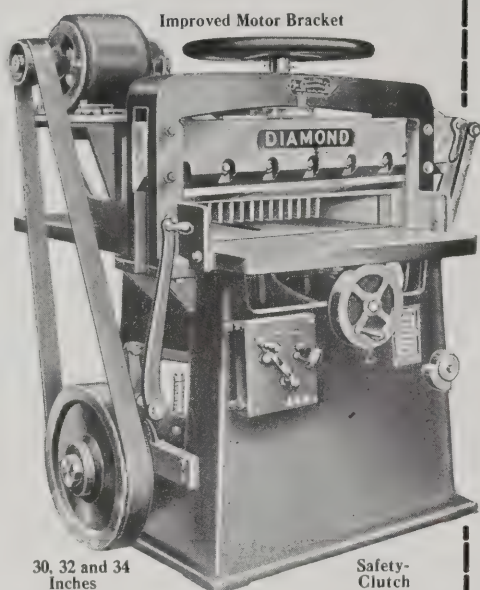
Triple Split Back Gauge.

Three Adjusting Screws in Knife-Bar.

Steel Tape Back-Gauge Indicator.

Side Gauges on Both Sides.

Adjustable Back Gauge.



30, 32 and 34 Inches

Safety-Clutch

Diamond Power Paper Cutters

are Powerful, Rapid and Accurate. Made in 30, 32 and 34-inch sizes. Diamond Cutters are also made as Lever Cutters and Combination Lever and Power. Write for further particulars and prices

The Challenge Machinery Co., Grand Haven, Mich., U.S.A.

Also Manufacturers of the Lee Two-Revolution Press, Stonemetz Two-Revolution Press, Advance Lever Paper Cutters, Mercantile Addressing Machine, Hoerner Type-High Machine, and many other tools and requirements for printers

U. T. A. Advertises Printing School

To further the interest of young men of college and university age in the printing art in its higher forms, the United Typothetae last month launched an advertising campaign in the Sunday newspapers of twenty leading printing centers of the country, calling the attention of high school graduates to the advantages offered by the course in printing at Carnegie Institute of Technology, Pittsburgh, and of college graduates to the course offered by Harvard University. Both of these courses have as their object the training of men for executive positions in the industry. Reports from Chicago headquarters of the U. T. A., where all replies to the advertisements are directed, shows a quickening interest in printing as a life profession, which indicates not only the healthy condition of the business today, but the fact that years to come will find the trade with plenty of high class executives trained in all phases of the business.

Use Cotton Linters to Make Paper

Cotton linters are to be used in the near future for the manufacture of print paper. The project is considered feasible by the cotton experts of the Department of Agriculture, Washington. Two large paper mills are now under construction, one at Hopewell, Va., and one at Dallas, Tex. The Dallas mill is expected to manufacture 20 tons of print paper a day.

The October issue of Ben Franklin Monthly will be out around September 21 with a full and complete story of the United Typothetae of America Convention. Watch for it!

DO NOT FORGET

that we operate Two Complete Plants, Chicago and Milwaukee. Best of Service guaranteed.



The strongest argument in favor of Business is the liberal use of Sketchy Cartoons, Commercial Drawings, Advertising Designs, Etc.
Suitable for PHOTO PROCESS ENGRAVING



**HALF TONES
ZINC ETCHING
COLOR PLATES**



HAMMERSMITH
ENGRAVING CO.
BENJAMIN KORTMEYER
General Manager

Phone
Harrison
5876

CHICAGO

501 So.
Dearborn
Street

An inspection of the
printed samples
(showing results!)
arouses

admiration
for the
widely known
printing virtues of

"KING"

Dependable Offset Paper

A request on your letterhead brings samples

Stocked at mill in following sizes and weights—stock trimmed four sides—packed in cases.

White
25 x 38—50, 60, 70, 80, 100, 120
28 x 42—74, 86, 99, 124
32 x 44—89, 104, 119, 148
38 x 50—100, 120, 140, 160, 200, 240

India Tint
60, 80
74, 99
89, 119

Special sizes and weights to order.

KING PAPER COMPANY, KALAMAZOO, MICHIGAN



Chicago to Have Next Craftsmen's Convention

The first annual convention of the International Association of Printing House Craftsmen, which was held in Washington, D. C., on August 21, 22 and 23, was attended by over four hundred delegates from all parts of the United States and Canada, and proved to be one of the most successful ever held.

Matters of vital importance to the convention occupied the great part of the time, although pleasure was not forgotten in the rush of business. The election of officers resulted in Perry R. Long, of Philadelphia being re-elected president. All of the other officers were re-elected. These include: John Kyle, of New York, first vice-president; William R. Goodheart, Chicago, second vice-president; L. M. Augustine, Baltimore, secretary, and John J. Deviny, Washington, treasurer.

Chicago will be the next convention city, the Chicago delegation presenting the invitation.

The opening session came on Saturday morning when registration took place. One of the notable features of the convention was the souvenir book of the association, which contained sketches of the various local organizations and of various officials.

The first meeting was held Saturday afternoon, when John J. Deviny, president of the Washington club, and Colonel Harper, president of the Washington Chamber of Commerce, welcomed the delegates. Other speakers included President Long, John Clyde Oswald, William T. Innes, John Kyle, Camille De Veze and John C. Morrison. The business of the convention ended Sunday morning, the remainder of the stay being devoted to sightseeing.



The Mark of Dependable Service

IT is our earnest desire to so treat your orders that you may always regard this symbol as a guarantee of unvarying quality.

Not alone should you rely upon the definite value of every sheet of paper packed under this mark, but you must have confidence in the service that places the shipment in the hands of you or your printer.

With a view to the further development of the confidence which users now have in Midland Brands and service, we solicit criticisms, commendations and suggestions that may enable us to enhance the established Midland values.

*Your letters, whatever their contents,
will be accorded sincere attention.*

MIDLAND PAPER CO.
322 West Washington Street, Chicago



*Complete information in booklet,
"Rouse Handling vs. Man-Handling,"
sent free upon request to*

A Day's Run of Stock Within the Feeder's Reach

Result:

1,000 More Impressions a Day—at Least.
An Increase Worth While.

THE ROUSE PAPER-LIFT

saves the time the pressfeeder
ordinarily spends in obtaining
new lifts of stock from the floor.

H. B. ROUSE & COMPANY

2214 Ward Street, CHICAGO

Perfection Service

Day and
Night
Service

MEANS

Expert Supervision
of every detail of your job by skilled
craftsmen in each department of

LINOTYPE,
LUDLOW, MAKE-UP,
LOCK-UP

*We also sell Leads, Slugs, Rule,
Border and Metal Furniture.*

**Perfection Linotyping
Company** 720 So. Dearborn Street
CHICAGO

TELEPHONES HARRISON 6257 AND 6258

Prominent Chicago Engraver Dies

Another death last month, that of Adolph Jahn, president and treasurer of Jahn & Ollier Engraving Company, 552 West Adams street, Chicago, which occurred Monday, August 16, leaves a vacancy in the trade in Chicago which it will be hard to fill, since Mr. Jahn had long been recognized as one of the leaders in the engraving industry of the country.



ADOLPH JAHN

Born April 18, 1873, at Elmhurst, Ill., he was educated in the public schools of that place and Chicago, where his family removed while he was still a youth. He early entered the employ of A. Zeese & Company as errand boy and later went with the Graphic Arts Company and J. Manz & Company, in their photo-engraving departments. He returned to the employ of A. Zeese & Company in 1891, where he was soon made superintendent.

Deciding that he wanted more education, he left that company to take up studies at the University of Chicago and at the age of 26 he commenced a four-years' course of study in chemistry and physics. After completing his studies he formed a partnership with V. M. Ollier, formerly with the Manz Company. The Jahn & Ollier Engraving Company was incorporated in 1901 and in the past nineteen years has grown into one of the largest engraving houses in the country, employing over two hundred persons.

He was a member of a number of civic and fraternal organizations, including the University Club, Evanston Golf Club, Employing Photo-Engravers Association, Advertising Club, Association of Commerce, Rotary Club, Sigma Chi fraternity of the U. of C., Illinois Manufacturers' Association and the International Association of Photo-Engravers.

He is survived by his wife and three children, Oliver, John and Charlotte, all at home. Funeral services were held Thursday, August 19, with burial at Rose Hill cemetery.

Frontier Bond

A Moderately Priced Pole
Dried Bond Paper of
Distinctive Value



LA SALLE PAPER CO.

171-173 N. DEARBORN ST.
CHICAGO

Telephone Randolph 3640

We Specialize in Bonds and Ledgers

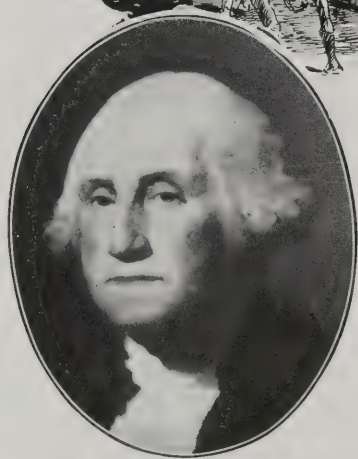
Forty-four Cost systems have been started in Milwaukee plants and the second 9-H forms have just been taken off. Twenty of these were taken off for April and thirty-five for May. This work is now in charge of H. G. Candee.

THOROUGHBRED



George Washington insisted his horses be fine appearing and wholly capable. He wrote "horses must be able to perform the journey."

You demand a bond paper that is thoroughbred; one that is "able to perform the journey." Such a paper is



Washington Bond

It takes the hard jaunts through print shops and the mails and reaches the journey's end unworn and alive with eager force.

Write or wire these dealers for shipments from stock

CHICAGO, ILL.—KNOX & WOLCOTT PAPER CO.
CINCINNATI, OHIO—Standard Paper Co.
CLEVELAND, OHIO—Petrequin Paper Co.
GRAND RAPIDS, MICH.—Quimby-Kain Paper Co.
INDIANAPOLIS, IND.—Crescent Paper Co.
KALAMAZOO, MICH.—Birmingham & Prosser Co.
LITTLE ROCK, ARK.—Western Newspaper Union
MILWAUKEE, WIS.—H. Niedecken Co.
NEW YORK, N. Y.—Merriam Paper Co.

OGDEN, UTAH—Scoville Paper Co.
OKLAHOMA CITY, OKLA.—Western Newspaper Union
OMAHA, NEB.—Western Paper Co.
ROCHESTER, N. Y.—R. M. Meyers & Co.
SALT LAKE CITY, UTAH—Western Newspaper Union
SIOUX CITY, IOWA—Western Newspaper Union
ST. LOUIS, MO.—Cree-Obear Paper Co.
TACOMA, WASH.—Standard Paper Co.
WICHITA, KANS.—Western Newspaper Union

Made by the

LEE PAPER COMPANY
VICKSBURG, MICHIGAN

September Suggestions

EVERYBODY is back from vacations now and ready for a busy fall and winter. You will find most of the direct-by-mail and other advertising men in a receptive mood for some new printed matter that will stimulate business.

The scarcity of paper makes it very imperative to plan far enough ahead, so that an unexpected delay will not upset definite mailing plans. We suggest that you explain the paper situation to your customers and prospects so that they realize the need for an early placing of their printing orders. A few of our lines are fairly complete for immediate shipment.

Plinamel Book

The very best folding enamel book made. Pliable as a chamois skin, with a beautiful printing surface for halftones and process work.

Blue Ribbon Enamel

Printers like this paper because of its performance in the pressroom. It takes the ink perfectly.

Universal Cover

The most comprehensive line of cover paper in this part of the country. Eleven colors, two finishes, and a range of sizes and weights that make it truly a cover line for universal use.

BRADNER SMITH & CO
 "PAPER FOR EVERY PURPOSE"
CHICAGO ILLINOIS

Sixty-eight Years of Service to American Printers

Cincinnati News

The Federal Press and Wagner Brothers, binders, are new members of the Franklin-Typothetae.

After a period of three months as executive secretary pro tem of the Cincinnati Franklin-Typothetae, Harry Stops has resigned, to take effect September 18.

Leslie Webb, of the Webb-Biddle Company, has returned from the East where he spent some time seeking his health. From all appearances, Mr. Webb was greatly benefited by the stay and he says he feels better than ever. His partner, W. R. Biddle, is spending a vacation at Northport, Mich., and reports the fishing up there is fine.

Allen Collier, committeeman of the Seventh district of the U. T. A., called a meeting of the local Typothetae of the district comprising the states of Ohio, Kentucky, Indiana and West Virginia. The purpose of the meeting was to form a Seventh District Typothetae Federation. Mr. Collier presided and the meeting was attended by Joseph A. Borden, general secretary of the U. T. A., as well as delegates from the local organizations in the district. The Standard Federation Constitution and By-Laws were adopted for their respective states, and the following officers were elected: President, Allen Collier, Cincinnati; vice-presidents, A. M. Glossbrenner, Indianapolis; L. H. Sansenbacher, Toledo; H. Wiedenkemper, Louisville; J. R. Haworth, Huntington, W. Va. The secretary of the Franklin-Typothetae of Cincinnati will be secretary-treasurer of the organization. The first meeting will be held November 8 and 9 at Springfield, O.

Additional Chicago News

Continued from page 37

Buckley, Dement & Company, Chicago, direct-by-mail specialists, have moved to 1300 Jackson boulevard, where they have erected their own building. The company ranks as the largest concern of its kind in the country.

F. A. Trittipio, of the Economy Products Company, 66 West Harrison street, has obtained the Chicago agency for the Laclede saw.

Walton & Spencer, 714 South Dearborn street, Chicago, have added three new Harris offset presses to their equipment.

St. Louis to Entertain Ladies

The ladies will not be overlooked at the U. T. A. Convention, for the local committee is arranging an interesting program for them. According to the plans announced, there will be an automobile ride through the city on one of the days while the men are holding their meeting, after which they will be taken to one of the country clubs for dinner. A theater party has also been arranged for them.

THE PAPER TRADING CO.

KALAMAZOO

"WHERE PAPER IS MADE"

Perfects in

BONDS

WRITINGS

M F BOOK

S & S C BOOK

ENAMELS

OFF-SET PAPERS

BOX BOARDS

JOBS and

OVER RUNS

Also "DEPENDON SECONDS" in ENAMELS
BLANKS, FIBRE and BOX-BOARDS

We are right "On the Ground" and know where to secure your paper needs. If you don't see what you want in our Monthly Price List, write or wire us. We'll serve you

Our Chicago Office: 416 SOUTH DEARBORN STREET

ROBERT A. JAEGER, Manager

Wabash 1998

Specialists in

Lino and Ludlow Composition

¶ Organized for the purpose of acting the Big Brother to the Trade, we are in a position to place our organization at your disposal. Our wide range of type faces (160 in number) will give a fine assortment to select from.

¶ Working a day and night shift, manned by competent workmen, you can rest assured you will receive the best of work and positive delivery.

¶ A trial is all we ask. We are confident of our ability to please, and we know we can satisfy.

Mathews Typesetting Company

Telephones: Harrison 4086-2083

626 Federal Street

Chicago, Illinois

A Change —in Personnel

Q The recent change in the personnel of our organization is already reflected in improved deliveries, increased efficiency in production and greater co-operation with our customers. We are now extremely well equipped to handle composition for publications and high-grade work for the trade. **SERVICE BETTER THAN EVER!**

Day Service

Proofs the
Same Day

Night Service

Proofs in the
Morning

**TELEPHONE
HARRISON
4 7 8**

Send us your copy
and we'll show you
S P E E D

Western Linotyping Company
(Incorporated)

AS YOU WANT IT—WHEN YOU WANT IT

431 South Dearborn Street

Chicago

Mission Press Keeps Going Despite High Costs

How to secure the necessary paper stocks, as well as to meet increased labor and production costs have given the American printer some sleepless nights in recent months, and have caused marked increases in the price of printing. However, in connection with the last-named item, there is one exception, although not in this country.

Information received this week by W. B. Lippard, secretary of the American Baptist Foreign Mission Society, 276 Fifth Avenue, New York, states that the American Baptist Mission Press, of Rangoon, Burma, is the exception. This plant—a self-supporting institution—employs some 200 persons under the supervision of American printers.

In an announcement from Rangoon, F. D. Phinney, the American superintendent of the plant, states: "Notwithstanding the very greatly enhanced cost of paper and labor, the 'Press' will continue to print and sell all its own religious and educational publications **at the prices at which they were sold before the war.** Our own exercise books and drawing books will contain as many leaves as the price charged will allow on a 'dead cost' basis until paper prices return to normal.

"All printing for our own missionaries, whether for personal or official use, will be charged at cost. Associational minutes will be charged at the same rate at which they have been charged for the past forty or more years."

The American Baptist Mission Press was founded in 1816 by Dr. Adoniram Judson who, with associates, compiled dictionaries, grammars and other textbooks in the several languages of Burma, as well as various portions of the Scriptures.

At present the Bible is printed in Burmese, Sgaw Karen, Pwo Karen, Shan, and Talain languages.

It was necessary to make the type fonts for these tongues at first, and today the Linotype equipment of the plant includes two machines, using matrices cut under the direction of the missionary printers. These Linotype machines use 360 Burmese characters on the keyboard, and some 140 other characters are made as "side-case sorts." The cutting of Linotype matrices in the other languages is under way. The equipment in the press room includes five John Thompson jobbing presses, three Hoe drum cylinder presses, two Huber-Hodgman and one Centur-ette two-revolution presses.

Send In Your 9-H Forms

"Members of the Franklin-Typothetae of Chicago who operate the Standard Cost System should make it their personal business to see that their 9-H sheets are sent in to the accounting department every month," said E. C. Flinn, chief accountant for the association, recently.

"If an accurate composite statement for the use of members is to be gotten out, it must be based on the actual costs of as many Chicago plants as possible. Otherwise, it will be valueless. Many of our members, realizing the importance of getting figures representative of the Chicago industry, are sending in their statements regularly, but we want to urge those who are not doing so, to realize the benefit the other members of the organization, as well as themselves, will derive from their co-operation," Mr. Flinn further declared.

*You get dependable machines
when you get*

MONITOR Stitchers

Perforators

Punchers

Paging and Numbering Machines

Round Corner Cutters

Bench Embossers

Creasers and Scorers

**LATHAM
MACHINERY COMPANY**

Fulton and Ann Streets
CHICAGO

INDUSTRIAL WEST BUYERS' GUIDE

A Comprehensive List of Manufacturers, Dealers and Jobbers of Materials, Machinery and Fittings used in Printing, Paper and allied trades.

Three lines, one year - - - \$10.00
Each additional line - - - 2.00

ARTISTS

THE HAWTIN ART STUDIOS
19 S. Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES

McCAIN BROS. MFG. CO.
29 S. Clinton St., Chicago.
Phone Main 1485.

BUYERS OF JOB STOCKS—ALL KINDS

FANTUS BROTHERS, Inc.
525 S. Dearborn St., Chicago.
Phone Harrison 8246.

CUTTING MACHINES
CHALLENGE MACHINERY CO.
Grand Haven, Mich.

CYLINDER PRESSES
CHALLENGE MACHINERY CO.
Grand Haven, Mich.

ENGRAVERS
(Steel and Copper Plate)

HOLMES CO.
161 West Harrison St., Chicago
Phone Wabash 4980.

ENGRAVERS AND ELECTROTYPERS

GLOBE
ENGRAVING & ELECTROTYPE CO.
701-721 S. Dearborn St.
Phone Harrison 5260.
C. L. GOWELL, Transportation Bldg.
Phone Harrison 1143. CHICAGO, ILL.

FINISHERS

AMERICAN FINISHING CO.
500 S. Peoria St.
Finishers to Lithographers and Printers.

GRINDERS (Printers' Knives)

GEO. HOFBAUER & CO.
501 S. Dearborn St., Chicago.
Phone Wabash 6549.
E. C. KEYSER & CO.
727 S. Dearborn St., Chicago.
Phone Harrison 7594.

INKS

(Lithographic and Printers)
AMERICAN PRINTING INK CO.
2314 W. Kinzie St. Telephone Seeley 106.
SINCLAIR & VALENTINE CO.
718 S. Clark St. Phone Harrison 2149.

INK ROLLERS

CHICAGO ROLLER CO.
534-600 W. Harrison St. Phone Wabash 1907

LINOTYPERS

EMPIRE LINOTYPING CO.
501 Plymouth Ct., Chicago.
Phone Harrison 5495.

METAL FURNITURE

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

REBUILDING PRINTING MACHINERY
PRINTERS MACHINE WORKS
130 So. Clinton St., Chicago

PAPER

BRADNER SMITH & CO.
175 W. Monroe St., Chicago.
Phone Main 2060.
CHICAGO PAPER CO.
801 S. Wells St., Chicago.
Phone Wabash 801.
DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago.
Phone Harrison 395.

PAPER—Continued

GREAT LAKES PAPER CO.
515 S. Wells St. . Phones Wabash 1413-1414

THE MCGREGOR PAPER CO.
536 S. Clark St., Chicago. Harrison 5042.
UNION WATERMARKED PAPERS

MESSINGER PAPER CO.
180-2-4 West Randolph St., Chicago.
Phone Main 2120.

MIDLAND PAPER CO.
322 W. Washington St., Chicago.
Phone Main 142.

MOSER PAPER CO.
621 Plymouth Ct. Phone Wabash 2714.

SEAMAN PAPER CO.
208 S. LaSalle St., Chicago.
Phone Harrison 5586.

SWIGART PAPER CO.
653 S. Wells St., Chicago.
Phone Harrison 1155.

WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago.
Phone Main 875.

PRINTERS' MACHINERY AND SUPPLIES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.

PROOF PRESSES

CHALLENGE MACHINERY CO.
Grand Haven, Mich.
THE VANDERCOOK PROOF PRESSES
The Presses That Revolutionized Proofing
Sold Direct from Maker to User Only
THE VANDERCOOK PRESS
452 N. Ashland Ave., Chicago

WIRE STITCHERS

J. L. MORRISON CO., Inc.
116 W. Harrison St. Phone Harrison 6045.

WANT Advertisements inserted under this heading at 25 cents **ADV'S**
per line. Minimum charge \$1.00 for each insertion.
Advertisements sent to appear under this heading should be accompanied by cash

WANTED—We will buy or sell for you your surplus machinery or outfit. Send us your list and, if possible, description, condition and price, f. o. b. your city. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission.—THE WIRTH SALES BOOK CO., Chicago.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at —Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

FOR SALE—One of the most ideal job shops in Michigan, with stock and equipment in best of condition. Excellent location in new building, having 6,480 sq. ft. of floor space built express-

ly for this plant. Long lease, ground floor, steam heat, ideal lighting. Partly rented on short leases to offices in front, which brings your rent to \$43.50 monthly for this plant. Press room equipped with Kelly Automatic and 2 jobbers. Situated in heart of city and doing an excellent business. No indebtedness, best of credit and a dandy line of customers. With this also goes a rubber stamp manufacturing business doing a big line of local and mail order work with no competition. This equipment, in its entirety, is in perfect condition and will make any investor good money. Both members retiring. Can be bought on inventory only. Address: McCoy-Walsh Company—39-41-43-45 W. State Street, Battle Creek, Mich.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. CHAS. L. STILES, 239 N. 3d St., Columbus, Ohio.

FOR SALE—Printing Machinery, Two Revolution and Drum Cylinder Presses, Paper Cutters, Gordons, Stitchers, Punches, Folders, Proof Presses, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

FOR SALE—Hickok double deck ruling machine with individual motor attachment. In good condition. \$550. Bradner, Smith & Co., 175 West Monroe street, Chicago, Ill.

THE EQUIVALENT weight per ream in any possible size sheet and the equivalent price per 100 sheets of cardboard in any possible size sheet, with the proportionate size of any cut or drawing for reduction or enlargement, easily told by means of the Paper Equivalentor, a handy pocket size device. For sale by Ben Franklin Monthly, 508 South Dearborn Street, Chicago. Price, \$1.50.

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MCGRATH ENGRAVING CO.

**ENGRAVERS
ELECTROTYPERS**

TEL. HARRISON 6245

501 S. LA SALLE ST.

DAYTON AND OSWEGO

SEYBOLD

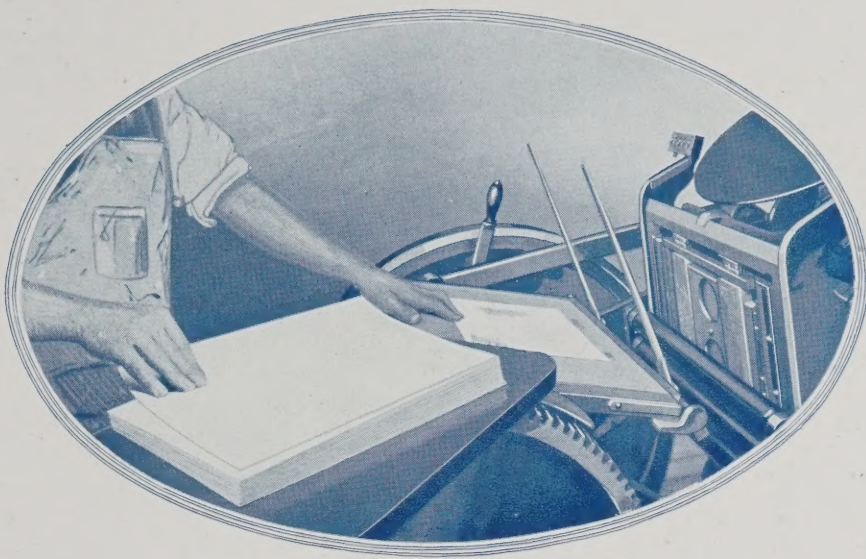
CUTTING MACHINES

**MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS**

THE SEYBOLD MACHINE COMPANY

DAYTON, OHIO

**BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG**



Art in the Press Form

YOUR master printer is an artist.

A distinctive letterhead may be his subject. He will strive to express in it the personality of the one whose signature it is to bear. His materials are fonts of type, ink and good paper. The latter, he knows, is essential in turning out a clean, fine impression of the type face — its delicate serif or shade line.

The Eastern Manufacturing Company has studied those problems of the printer that pertain to paper in the making. It has also followed with interest the success of the

United Typothetae in standardizing printing practices.

As a result, Systems has been made a bond of exceptional quality by its rag-content and careful loft-seasoning. Your printer knows it is dependable.

Systems Bond is the standard bearer of a comprehensive group of papers — a grade for every Bond and Ledger need — all produced under the same advantageous conditions — and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.



EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

New York, N. Y.

Mills at Bangor and Lincoln, Maine

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Concentration

is the first principle of successful buying. The time has passed when a buyer of typesetting is obliged to shop around from plant to plant to get what he wants, even though his requirements are varied.

Concentrate all of your buying power and efforts on one reliable house, where reputation for dependability, intelligent service and absolute business integrity safeguards you against disappointment, and guarantees satisfaction.

We have the largest and most complete Monotype and Linotype Composing room in the country and can supply all of your typesetting needs. If you are interested in saving time and money telephone us.



Compositors to Printers

Smith-McCarthy

508 South Dearborn Street ♦ Chicago
Telephone Harrison 3864-3865-3866-3867